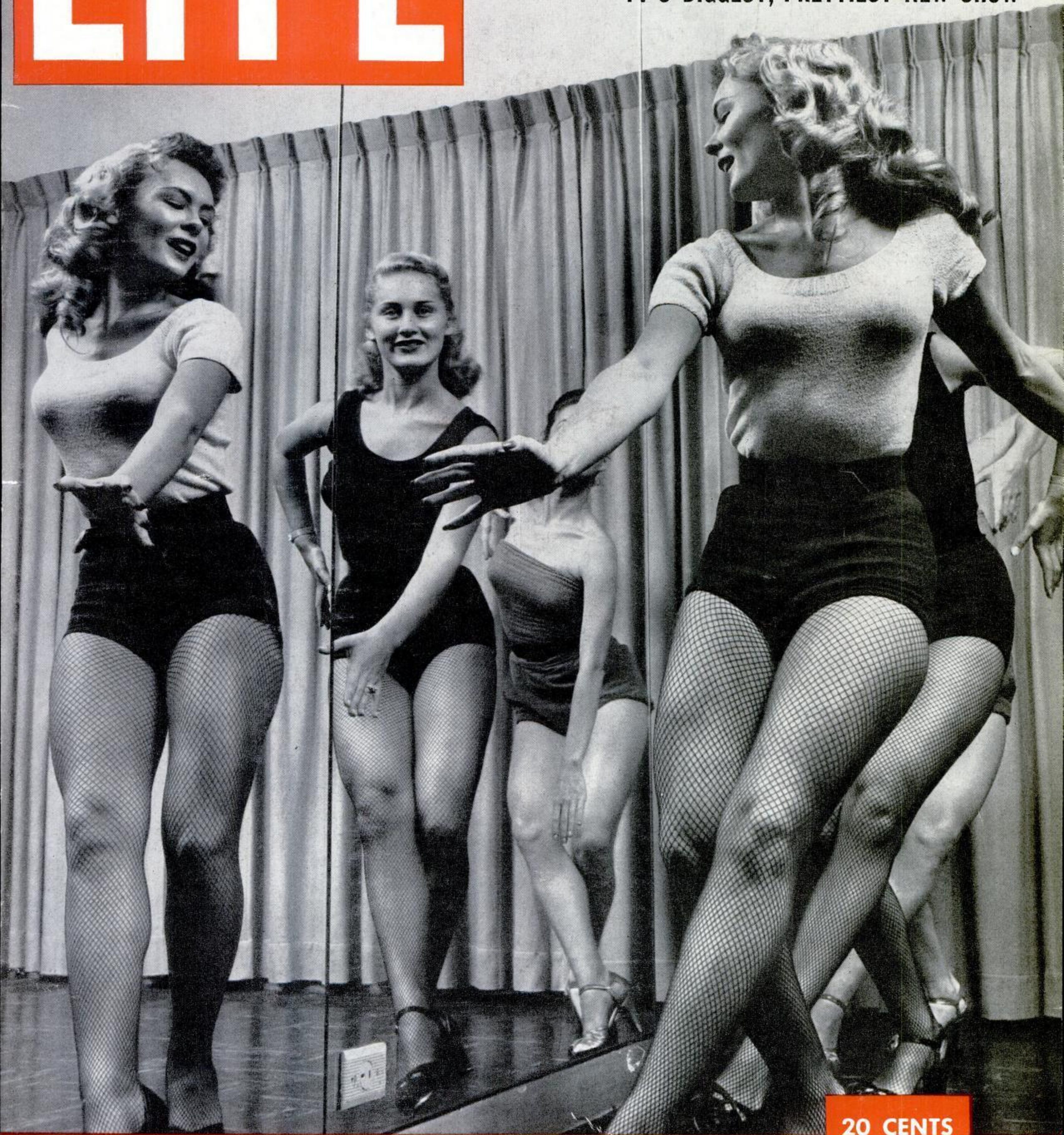


# LIFE

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20 CENTS

SEPTEMBER 29, 1952





GOOD NEWS AT BEDTIME... OR ANY TIME...

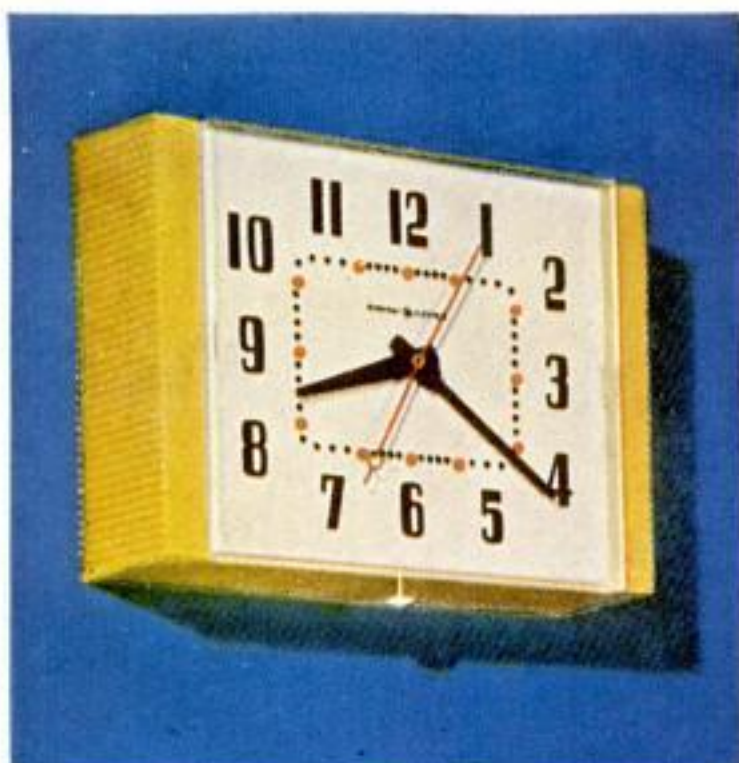
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For only \$4.95,\* you can let electricity do the work for you. Get an accurate G-E Electric Clock—it never needs winding.

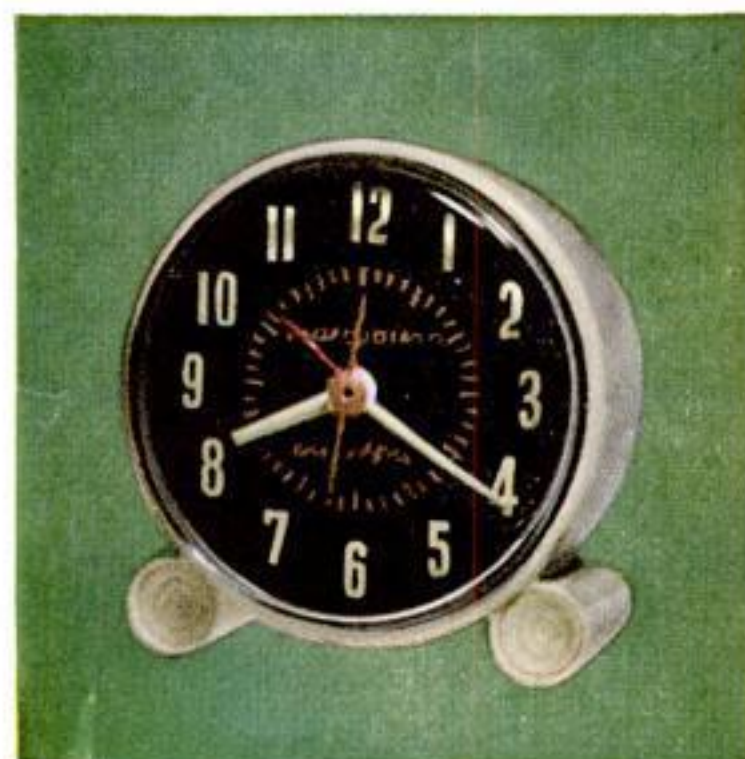
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**THE WINK.** A handsome alarm that will surprise you and your pocketbook! Trim, modern shape. Sweep-second hand. Bright red alarm-set hand. And those big, easy-to-see numerals! All for just \$4.95.\*



**THE HELPER.** A brilliant new kitchen clock. Red, white, or yellow plastic case. Large, easy-to-read numerals on a contrasting white dial. Snap-fit, shatterproof crystal, sweep-second hand. A wee \$4.95.\*



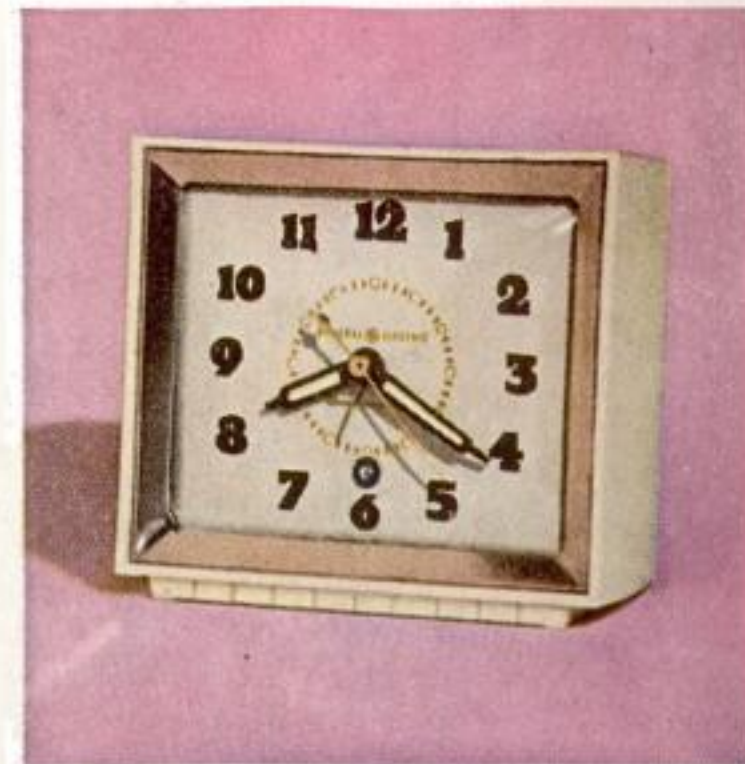
**THE NEW HERALDER.** Alarm clock! Large, fully luminous dial with broad, luminous hands. Can be seen and easily read in the dark. Shatterproof plastic crystal. Beautifully designed ivory plastic case. Runs silently, wakes you gently. "Plus" value at a new low price. Just \$5.95.\*



**THE CLANSMAN.** This bonnie kitchen clock in red, blue, green, or yellow plaid has a shatterproof crystal with large, easy-to-read numerals and hands. Wipes clean with a damp cloth! Modernize your kitchen... build a cheery new look into it with the Clansman. \$6.50.\*



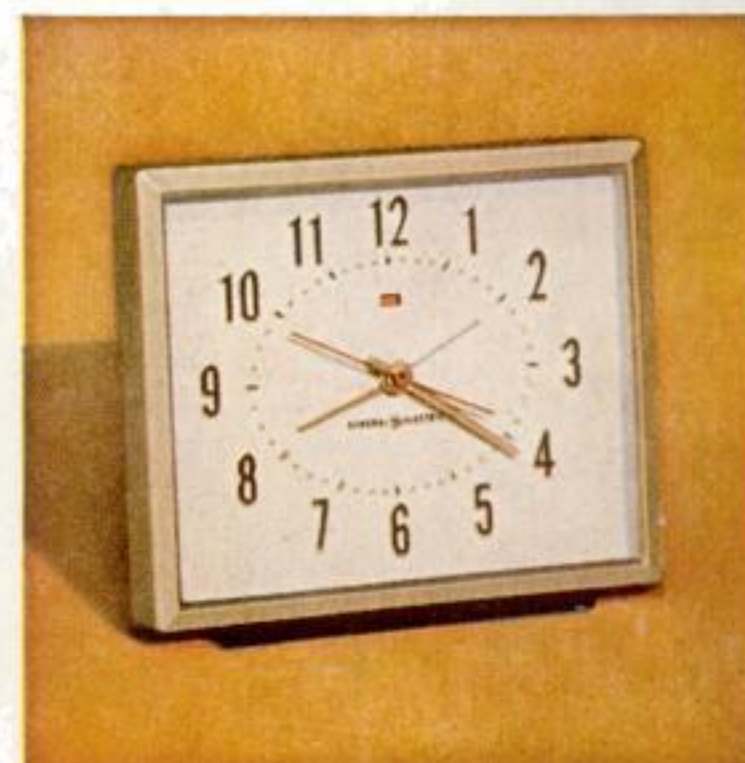
**THE DRUMMER.** Set the alarm once and you need not turn on alarm again. Automatically resets itself. Convenient shut-off for late sleepers, too! Luminous hands, hour dots. Brown numerals. \$7.95.\*



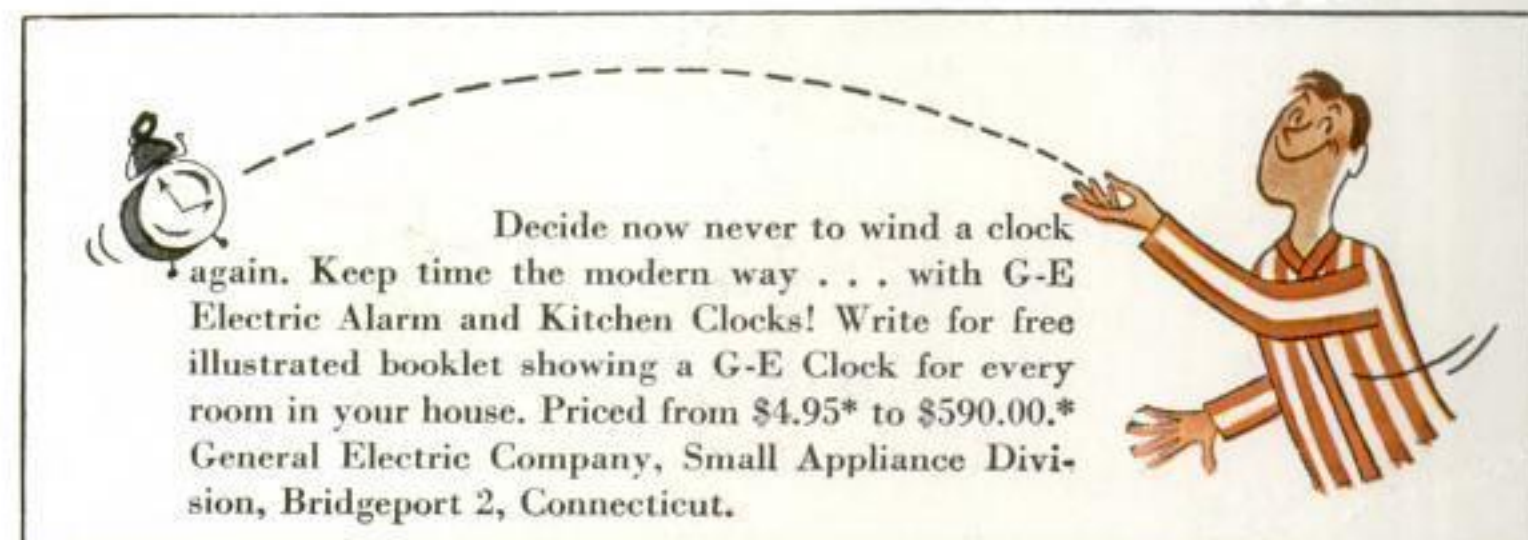
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**THE TWEED.** An alarm clock so stunning you'll be proud to show it off in any room in the house! Rich metal-finish case, raised gold-color numerals and hands. The textured dial contrasts with the numerals and hands. \$9.95.\*



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\*Plus applicable taxes. Manufacturer's suggested retail or Fair Trade price.

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# LISTERINE STOPS BAD BREATH FOUR TIMES BETTER...

**FOUR TIMES BETTER THAN CHLOROPHYLL  
FOUR TIMES BETTER THAN TOOTH PASTE**



## **Stops bad breath up to three — four times longer**

Listerine Antiseptic was recently tested by a famous independent research laboratory against three leading chlorophyll products and two leading tooth pastes. Listerine averaged at least four times more effective in stopping breath odors than any of the products tested. By actual test, Listerine stopped bad breath up to three to four times longer than any of the chlorophyll or tooth paste products!

## **No chlorophyll kills odor bacteria like this... instantly**

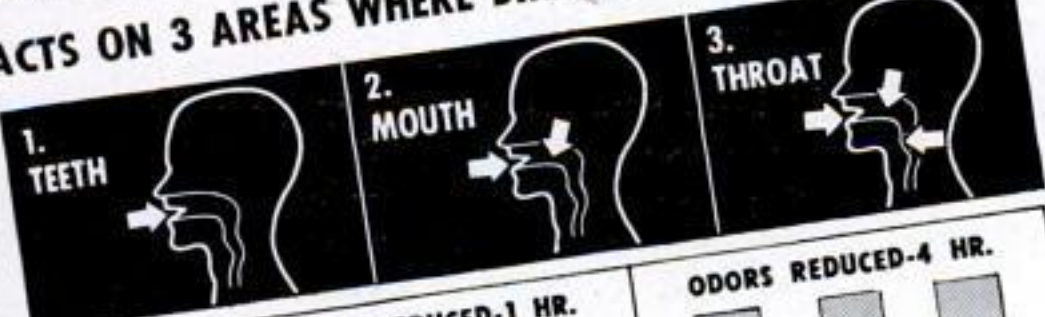
The reason why Listerine gets these better results is perfectly simple. While bad breath is sometimes systemic, by far the most common cause is oral fermentation of food particles caused by bacteria.

Listerine stops bad breath instantly... because it kills odor bacteria instantly. It kills millions of bacteria way back on throat surfaces as well as on tooth and mouth surfaces... protects you on these three areas where so much bad breath originates.

No chlorophyll, no tooth paste offers clinical proof like this of killing bacteria that cause bad breath.

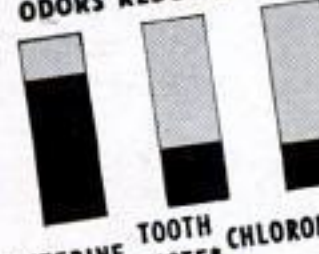
So why experiment with lesser products? Get Listerine Antiseptic! It offers clinical proof... four times better than chlorophyll, four times better than tooth paste.

**ACTS ON 3 AREAS WHERE BREATH ODORS CAN START**

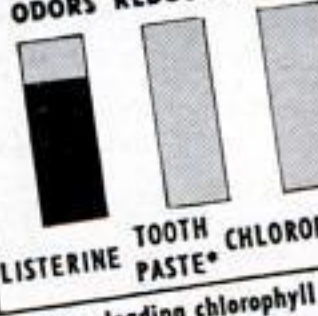


Look  
at  
these  
actual  
test  
results!

**ODORS REDUCED-1 HR.**



**ODORS REDUCED-4 HR.**



\*Average of two leading tooth pastes; three leading chlorophyll products.



**Use the extra-careful Precaution against Bad Breath... LISTERINE ANTISEPTIC**



A—E-Z girl's short-sleeve shirt with EZ-ON\* neck that slips on readily. Full cut, rib knit. Sizes 2 to 7, 79c. 8 to 14, 95c. E-Z girl's flat knit panties. Full cut, with elastic top. In white or pastels. Sizes 2 to 7, 50c. 8 to 14, 69c.

B—E-Z 2-piece pullover sleeper with EZ-ON\* neck, gripper waist and self-help elastic back. In pastel colors. Sizes 1 to 4, 1.89.

C—E-Z boy's athletic shirt in Swiss or panel rib. Sizes 2 to 8, 50c to 59c. 10 to 16, 59c to 65c. E-Z boy's rib-knit briefs with elastic waist, firm leg band. Sizes 2 to 8, 59c. 10 to 16, 65c.

D—E-Z boy's winter weight short-sleeve shirt with crew neck. White or tinted. Sizes 2 to 8, 75c. 10 to 16, 89c. E-Z boy's winter weight mid-thigh shorts with elastic waistband. Sizes 2 to 8, 75c. 10 to 16, 89c.

E—E-Z short-sleeve shirt with EZ-ON\* neck. 3 mos. to 3 yrs. with diaper tapes, 65c to 75c. 3 mos. to 3 yrs. without diaper tapes, 59c to 65c.

F—E-Z infant's kimono, 2 tie tapes, 1.00. E-Z tie-side rib knit shirt, 3 mos. to 2 yrs. with diaper tapes, 75c. without diaper tapes, 65c to 75c. E-Z flat knit panties, full cut, with elastic top. In white or pastels. Sizes 1 to 3, 50c.

G—E-Z infant's gown with EZ-ON\* neck, drawstring cuffs and hem. White or pastels. 1.19.

"Weigh us for size too.. mommy!"

That's the E-Z way to make sure of correct fit. Weigh your child FIRST, then shop for full-cut E-Z shrink-resistant underwear... labeled by weight as well as size! It's the same sensibly priced E-Z knitted underwear and sleepwear your mother used to buy for you! E-Z Mills, Inc., Empire State Bldg., N.Y. 1, N.Y.



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up to 13 lbs.	size 3 mos.
14-18 lbs.	size 6 mos.
19-22 lbs.	size 1 yr.
23-26 lbs.	size 1 1/2 yrs.
27-29 lbs.	size 2 yrs.
30-34 lbs.	size 3 yrs.

BOYS' AND GIRLS' CHARTS AVAILABLE

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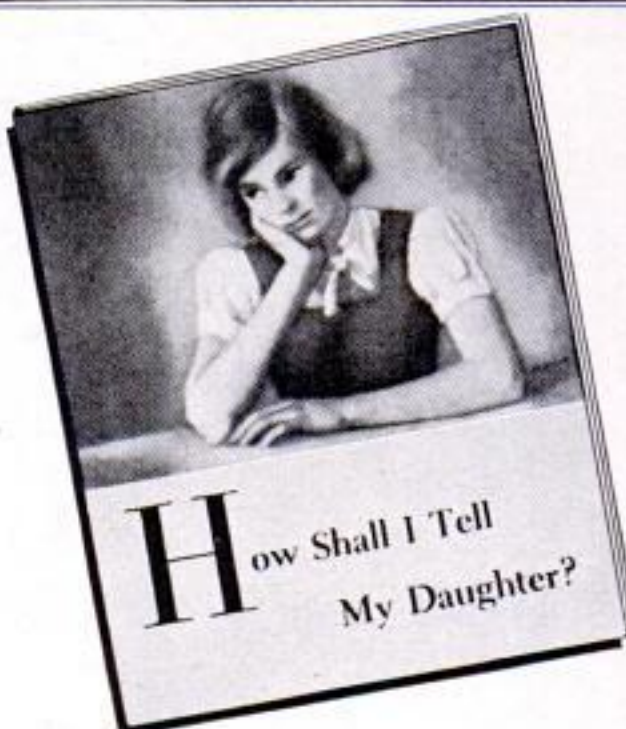
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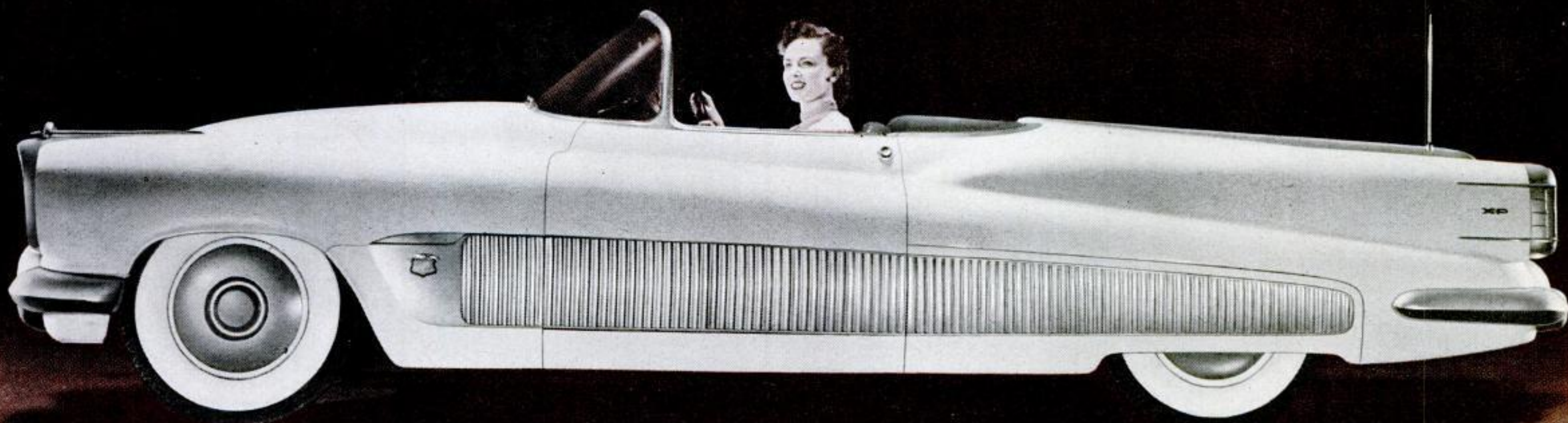
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# Protecting the Performance of the **Buick** xp-300



SLEEK AS A SWALLOW, Buick's XP-300—an experimental laboratory on wheels—embodies many of industry's most advanced ideas, including a supercharged 335-horsepower engine.

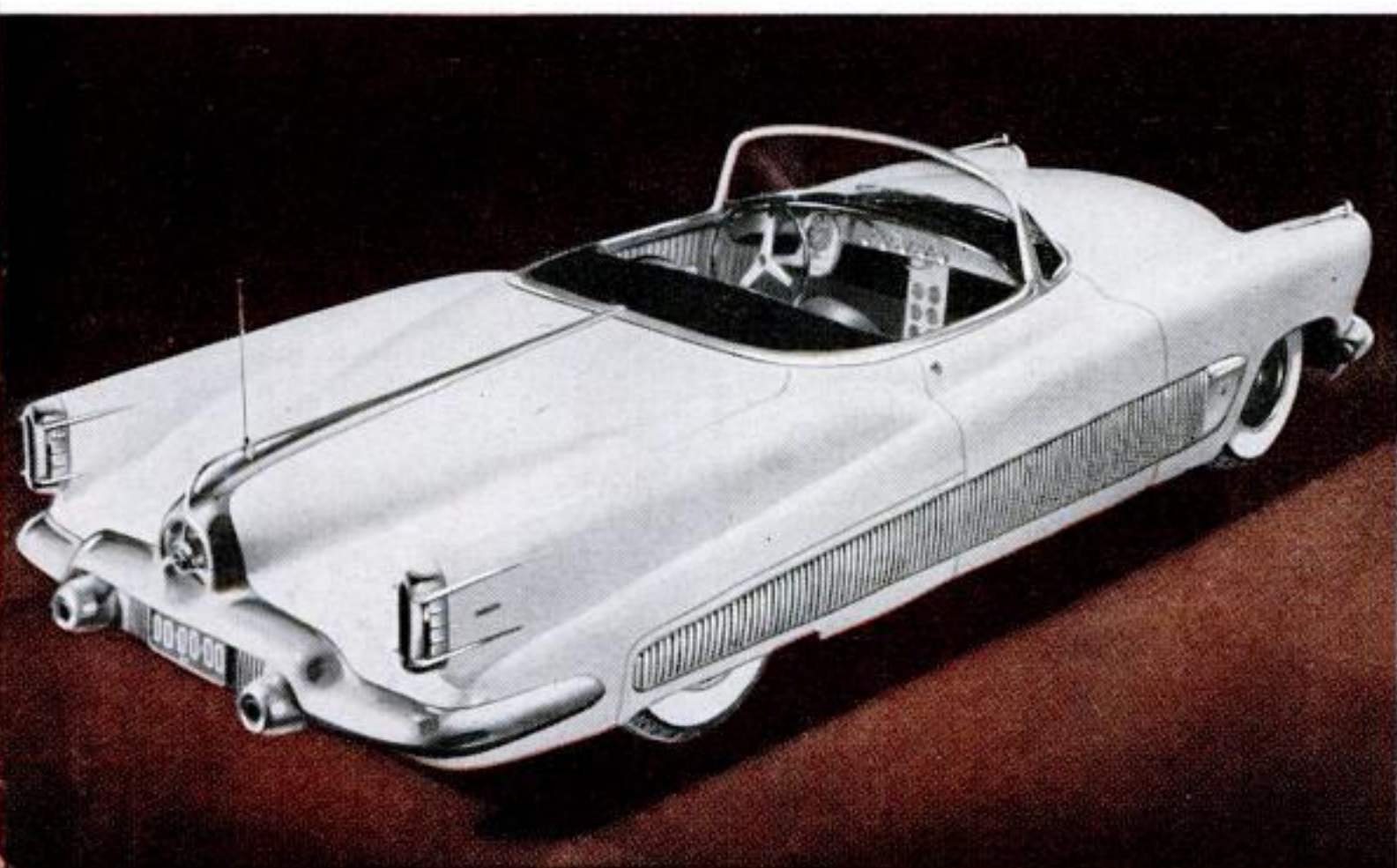
WHEN BUICK engineers first considered the experimental model, XP-300, they had but one idea in mind . . . to translate their dreams of the car of the future into reality. The magnificent result you see here.

As you might imagine, there's far more to this car ideal than its striking styling. For, under its graceful hood, there's a giant of an engine that is destined to change many present-day concepts of motoring performance.

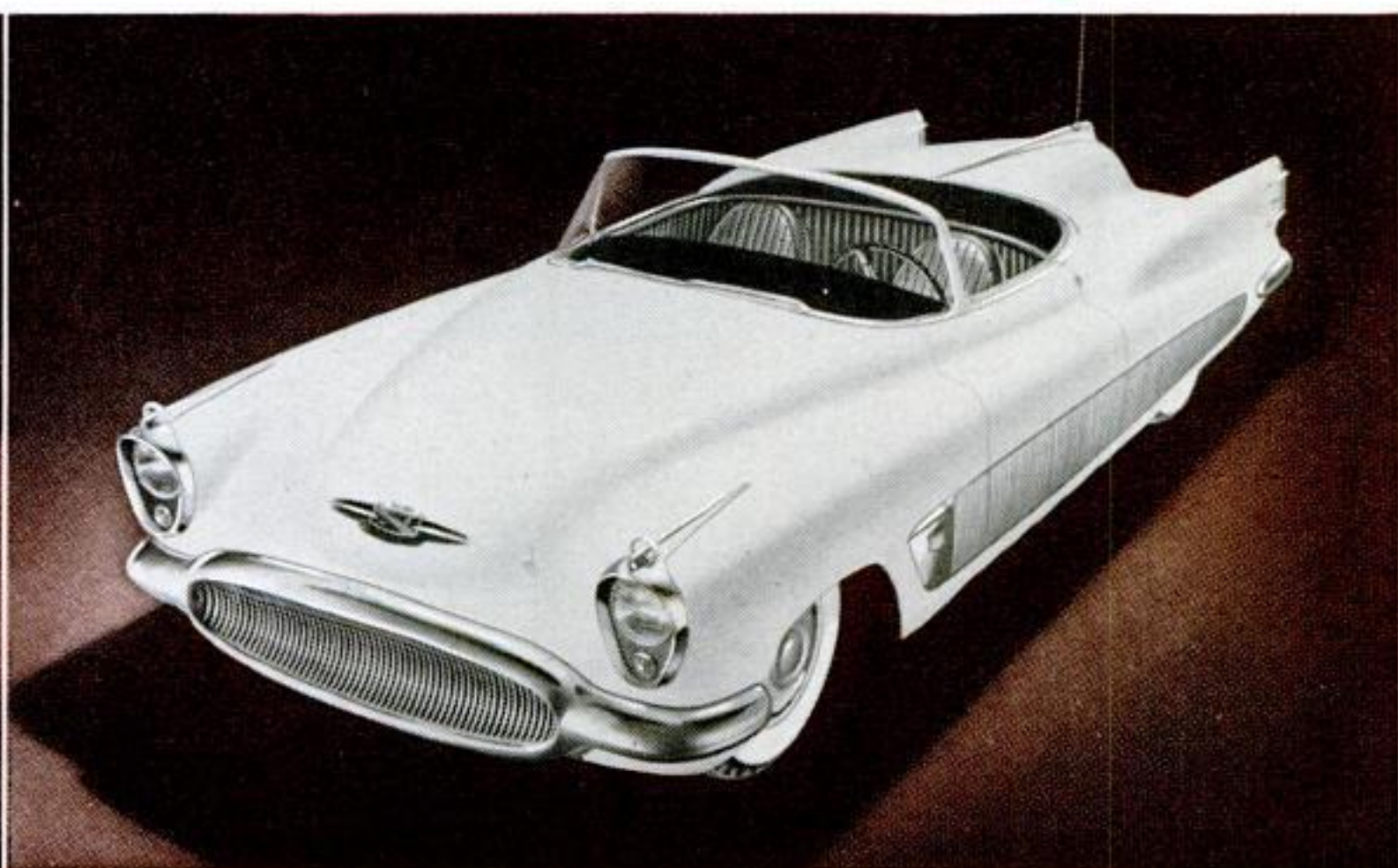
To protect the performance of its 335-horsepower engine, Buick engineers specified the exclusive use of AC Oil Filters with ALUVAC Elements!

ALUVAC is the AC-developed filtering material that removes dirt particles as small as 1/100,000 of an inch from engine oil. It's unaffected by moisture, hot oil and harmful crankcase acids. Furthermore, it provides 10 times the filtering area of ordinary elements.

You will be glad to know that AC ALUVAC Elements are available for almost every car. Why not ask for one next time you have your oil changed?



IN THE COCKPIT, there are enough dials, gauges and automatic controls to delight the heart of any land-borne pilot. However, each is important to better driving. Bucket seats feature matching safety belts.



BEAUTIFUL, YET FUNCTIONAL . . . for example, the front bumper opening directs cooling air through the radiator. Forward side louvre openings allow heated air to escape from the engine compartment.

AC SPARK PLUG DIVISION



GENERAL MOTORS CORPORATION

This One



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## LETTERS TO THE EDITORS

### EDITORIAL: McCARTHYISM

Sirs:

Apparently LIFE's objection to McCarthy ("Recalling All Liberals to the Real Fight," LIFE, Sept. 8) is not to his objective but to his technique. But his "venial sin" has been the most effective antidote to the "Great (moral) Sin Against Humanity" in America and is more pardonable than that of "liberals" who coddle Reds and who devised the term "McCarthyism." Millions prefer venial McCarthyism to its venal antithesis of the liberal left.

RICHARD B. DILLEHUNT

Portland, Ore.

Sirs:

... Joe McCarthy of Wisconsin is the most courageous senator the U.S. has ever had. You could hardly imagine how dreadful and how deadly Communism is until you have lost your country.

WANG PEI SHAO

Chicago, Ill.

Sirs:

Many of your readers will find it a bit difficult to go along with your editorial thought. Just what inspired McCarthyism is beside the point.

The fact remains that McCarthyism is an old device, and its technique is that of the Big Lie... which, to accomplish its vicious purpose, need only be repeated, repeated, repeated.

McCarthyism is a menace too dangerous to be tangled up in your tortured and legalistic distinctions between it and Communism; let's not try to classify these twin evils as "venial" and "mortal." It isn't necessary for LIFE to make a choice between rape and murder.

JEAN T. McMACKIN

Salem, Ill.

Sirs:

The primary in Wisconsin apparently vindicates McCarthy and McCarthyism. Shall we send you a crow to eat?

CARL E. BROWN

McCall, Idaho

Sirs:

Wisconsin didn't vote for McCarthy to endorse "McCarthyism," "character assassination," or "guilt by association." They simply told him they wanted him to go back to Washington with a blowtorch and apply the heat to all who willfully, neglectfully or blunderingly give aid, comfort or encouragement to the designs of worldwide Communism—and if anyone gets singled while holding hands with the above-mentioned, that's tough.

ROBERT M. HANSON

Wisconsin Rapids, Wis.

Sirs:

Agreed: we abhor McCarthyism. Agreed: we must renew our fight against Communism.

Let's do it with Nixonism.

JANE G. BRIGGS

Greensboro, N.C.

### FIRST WOMAN DRIVER

Sirs:

We were all pleased with Milton Lehman's article, "The First Woman Driver" (LIFE, Sept. 8). The most astonishing part about it to my sisters and me was the portrait he drew

CONTINUED ON PAGE 6

## RELAX...



**NO FEAR OF ACID INDIGESTION, HEARTBURN**

Relax and enjoy your food! If acid upset follows, simply take TUMS. These delicious antacids neutralize the excess acid that causes your stomach distress. That is why you feel fine—so fast.

TUMS are carminative; comforting; soothing. Never over-alkalize.

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(Kit prices quoted f.o.b. factory, subject to change without notice.)



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A fast bronc...  
A fast thrill!"**

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a sensational slice of life  
from the Wildest Show on Earth...

Big-Time Rodeo! Where they ride  
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Artcarved... magic name in rings... brings your love a lifetime of happiness. Artcarved\* rings are registered and guaranteed... backed by more than 100 years of style and quality leadership. Only a few diamonds in a hundred meet Artcarved's exacting standards of color, clarity, cut and carat weight. These chosen gems, never before worn, are cut to highest Artcarved standards and set by Artcarved craftsmen to bring out all their beauty and fire. Prices are nationally established. Look for the name Artcarved in the ring, on the tag. At better jewelers everywhere.

**Free!** "How to Select Your Diamond Ring." Helpful booklet tells how a diamond's value is judged. Write today to J. R. Wood & Sons, Inc., Dept. L-5, 216 E. 45th Street, New York 17, N. Y.

A. SHERATON. Ring, \$225. Also \$87.50 to \$1500. Bride's ring, \$62.50. Groom's ring, \$79.50. B. SORRENTO. Ring, \$425. Also \$250 to \$1650. Wedding ring, \$237.50. C. BEEKMAN. Ring, \$250. Also \$150 to \$1550. Wedding ring, \$110. D. BERKSHIRE. Ring, \$250. Also \$62.50 to \$1500. Bride's ring, \$16. Groom's ring, \$27.25. Other diamond rings from \$75 to \$10,000. Rings enlarged to show detail. Prices include Fed. Tax. \*Trade Mark Reg.

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Beloved by brides for more than 100 years (1850-1952)

## LETTERS TO THE EDITORS CONTINUED

of my father, which he dragged out of my memories like a psychiatrist! I can't tell you how many of the older people down here have said, "Now, isn't that just like Dr. French!"

ANNE RAINSFORD FRENCH BUSH  
South Brooksville, Maine

Sirs:

Ah! But who was the first woman to win an automobile race?

Here are my sister (right) and I in my White Steamer which I piloted to victory "for the fastest mile" at the county fair in Wheaton, Illinois in 1907.

LILLIAN MALLEN MORENCY  
Davenport, Iowa



SPEEDSTERS, 1907 STYLE

### AFRICAN SCULPTURE

Sirs:

May I congratulate you on the magnificent 10 pages, "Mystic Art of Tribal Africa" (LIFE, Sept. 8). My book, *African Sculpture Speaks* (just published), may give further explanation of the rituals from which much of this art stems directly. The Bambara headgear, for instance (p. 118), was used in dances involving high jumps, which symbolized a wish for the grain to grow as high as the jumps. . . .

LADISLAS SEGY  
New York, N.Y.

Sirs:

As the photographer on the African Negro art story I would like to pay tribute to the museums and art collectors who gave me their generous help. The Baluba female, the Bakuba goblet and the bronze Benin head are all from the British Museum. Two other Baluba pieces and the Bakuba king are from the Musée du Congo Belge, at Tervuren, Belgium. The collections of Pierre Verité of Paris and of the late Webster Plass in London furnished other items shown, while the great bronze Ife head belongs to the Ona (ruler) of that tribe.

ELIOT ELISOFON  
London, England

### GERALDINE PAGE

Sirs:

Hurray for Geraldine Page ("Edge of Greatness," LIFE, Sept. 8). May her star shine brightly over Broadway for many years to come, for hers is a timeless spark! All the way through *Summer and Smoke* my husband and I kept wondering where this marvelous gal had been while we've been bored to tears with dead-pan glamour girls!

CARTER G. HOUCK  
Tuckahoe, N.Y.

CONTINUED ON PAGE 8

# GUARANTEED Artcarved WEDDING RINGS



*You* can actually  
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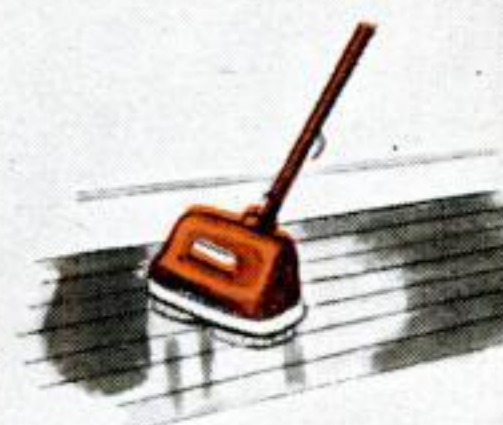
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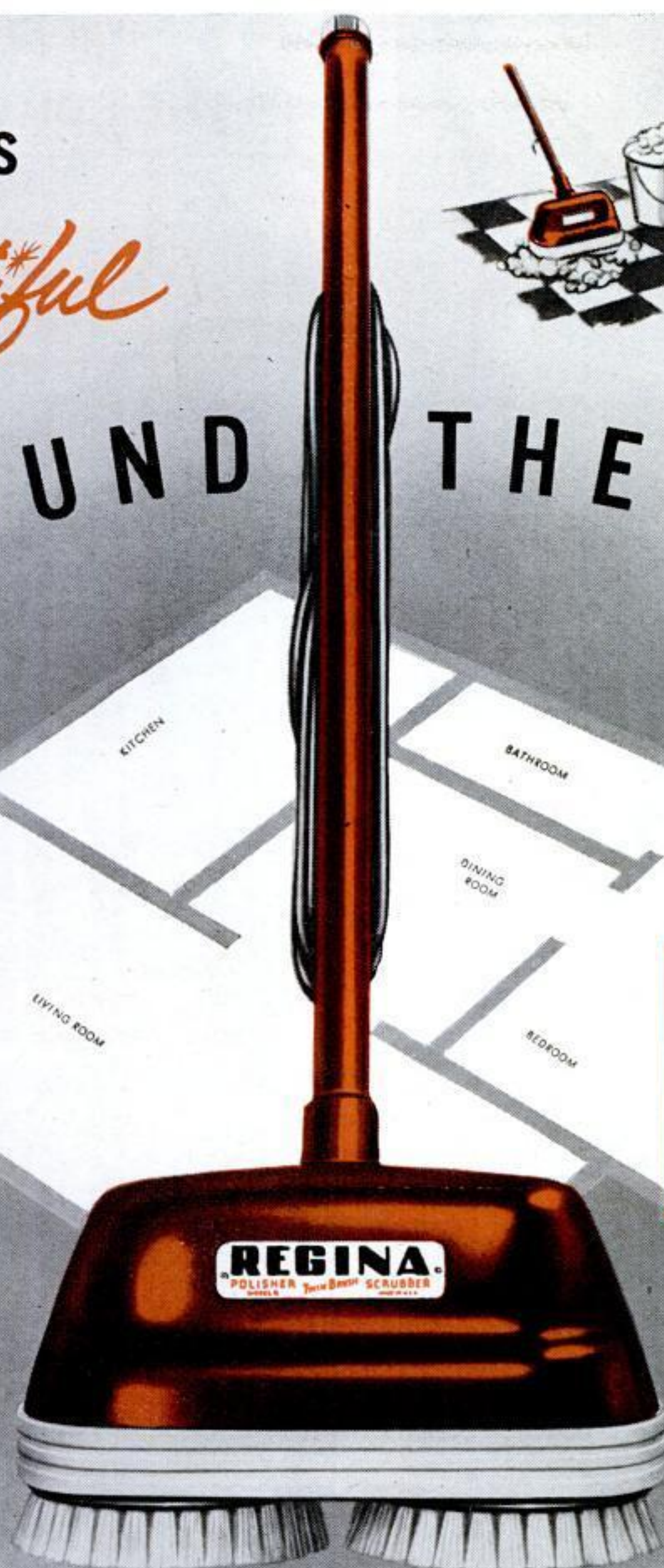
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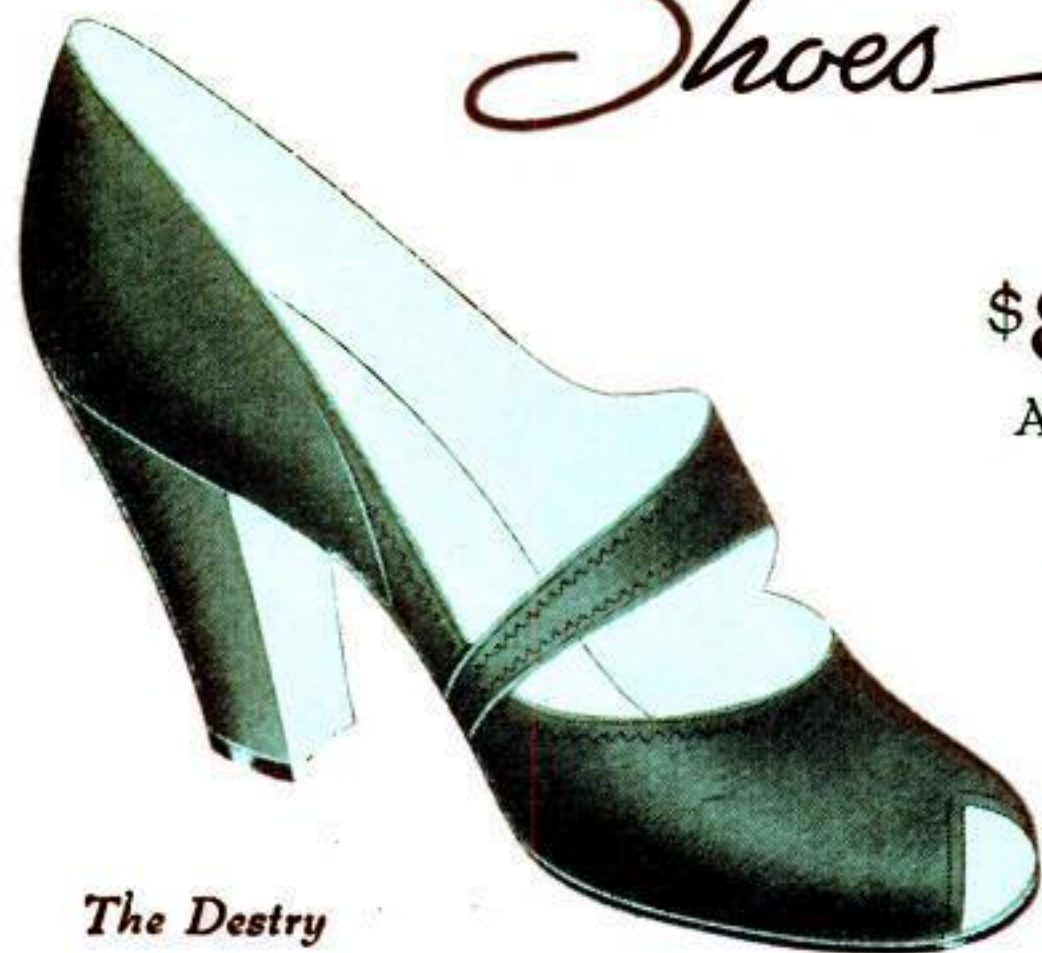
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## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Gerry Page and I were fellow apprentices at the Cape Theatre in Cape May, N.J. in 1944. To call her "plain" is not exactly accurate, as this snapshot taken of Gerry (middle, below) and two other actresses indicates.

SHIRLEY KOMINS

Philadelphia, Pa.



PAGE AS BOARDWALK BEAUTY

### AIRLIFT TO MECCA

Sirs:

Have just read your story on the Mecca airlift ("U.S. Is the Pilgrim's Friend in Need," LIFE, Sept. 8). I think this was a fine thing and I'm glad we did it. But I'm disgusted with the way all publications are harping on the advantage it's going to bring us. Can't we Americans do anything decent without counting what we're going to get back?

RUTH A. ROLAND

Boston, Mass.

### 77-YEAR-OLD DYNAMO

Sirs:

I attended a National Red Cross Aquatic School in Brevard, N.C. in '46 with Miss Sadie ("LIFE Visits a 77-year-old Dynamo," Sept. 8). It was 10 days' hard work and I was plenty pooped when night came. All I had to do was fall out of bed into the lake but Miss Sadie rode her bike from her home to camp, which was several miles, and after a hard day's swimming she'd ride it home. She's a fine person with a lively personality.

DENISE GUERIN

Melbourne, Fla.

CONTINUED ON PAGE 11

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## New Gardening Aid Ready for Bulb Planting

### Flower Growers Get Benefit of Kriliuim\* Soil Conditioner First Time This Fall

ST. LOUIS—Autumn, 1952, will go down in history as the first bulb-planting season to have the advantage of a great new gardening aid . . . Kriliuim soil conditioner. As a result, next spring's blossoming season is expected to make front-page flower news everywhere.

#### Soil Conditioning Must be Deep

Experienced gardeners know one main key to bulb success is *planting in depth*. That means that clay, hard-packed or lumpy soil must be *conditioned* in depth, as well, if the bulbs are to get proper aeration, moisture and room for putting out root structure.

#### Handy Planting Chart



The chart at left shows recommended planting depth for various bulbs: 3 to 4 in. for crocus; 5 to 6 in., tulip; 6 to 7 in., hyacinth; 6 to 8 in., daffodil.

This doesn't mean soil in the entire bed must be conditioned to these depths.

Instead, when the hole is dug for each bulb, the earth at the bottom, *below* the bulb, can be treated for a couple of inches with Kriliuim . . . then Kriliuim should be mixed thoroughly with the soil from the hole before it is replaced over the bulb.

#### "Skin Deep" Treatment Won't Do

Because of the obvious need of treating the soil *down where the bulbs are planted*, conditioners sprayed as a liquid over the top surface of the ground are held by leading soil experts and by Monsanto Chemical Company, originators of Kriliuim soil conditioner, to be ineffective for conditioning soil in the root zone.

Kriliuim is a dry powder. Thus the gardener can *see where* he is applying it . . . how *deep* he is applying it . . . how *thoroughly* he is mixing it with the soil.

#### Two Convenient Sizes

Kriliuim in Merloam\* formulation for home gardeners is on sale in two sizes, 1-lb. and 5-lb., at garden, hardware, department and other stores throughout the United States and in Canada. New 1-lb. size, \$1.69. The 5-lb. size, \$6.95. Full directions with each package. Also available, full strength Loamaker\* formulation of Kriliuim in 10-lb. packages for extensive gardening operations where large areas are to be treated and for commercial use.

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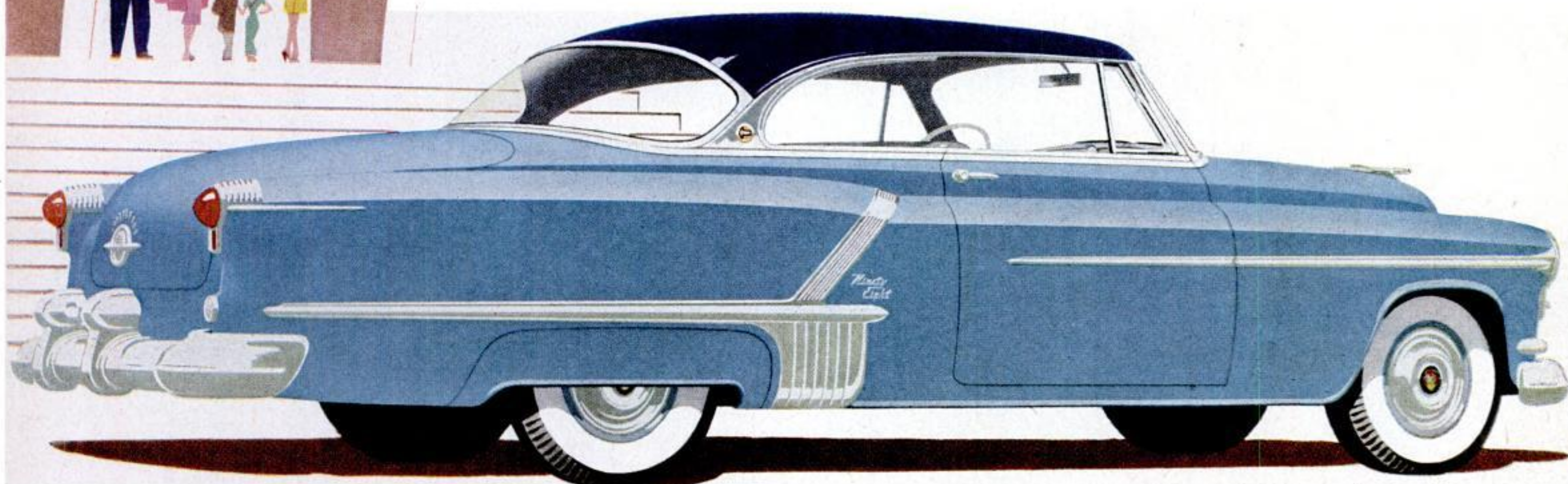


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## LETTERS TO THE EDITORS

CONTINUED

### LAWN BUILDING

Sirs:

I certainly enjoyed "Building a Hardy Lawn" (LIFE, Sept. 8), but I'd like to question your statement that a lawn should be watered on a clear, sunny morning. I had thought the water acted as a magnifying glass and burned the grass if the sun were out. Another rumor I've heard is that much water would be lost in evaporation if one watered on a sunny day. Are both these theories wrong?

BARBARA OWENS

Gatesville, Texas

• The first theory is disproved. As for the second, though some water may evaporate, a slow (2-3 hours) sprinkling in the morning sunlight soaks grass roots but permits the blades to dry, while evening watering leaves grass damp all night and promotes the growth of fungi.—ED.

Sirs:

It is time for some one to come to the defense of that much maligned little creature, the mole, whom you attack as an enemy of lawns. The mole eats his weight in grubs and insects every day. Yet he is persecuted.

MRS. L. W. SAULSBURY

Valley Stream, N.Y.

Sirs:

The question that arises in my mind: does the common ground mole have a tail as long as the one painted by Artist Freund?

MRS. JANE SCHEIDEMANTEL

Salem, Mo.

• No. This is a star-nosed mole which has a longer and thicker tail than the common mole.—ED.

Sirs:

That cute little animal, the pocket gopher, is very smart and can outwit most of us. My way to make him move to other green pastures is:

Get a ripe old fish head, stuff in gopher tunnel, cover up with dirt. If no fish head is to be had, any heavy fish emulsion on cloth will do.

Our little friends are very particular and very choosy!

I hope garden lovers will be able to take advantage of my experience.

CHARLES BUTLER

Oakland, Calif.

Please send



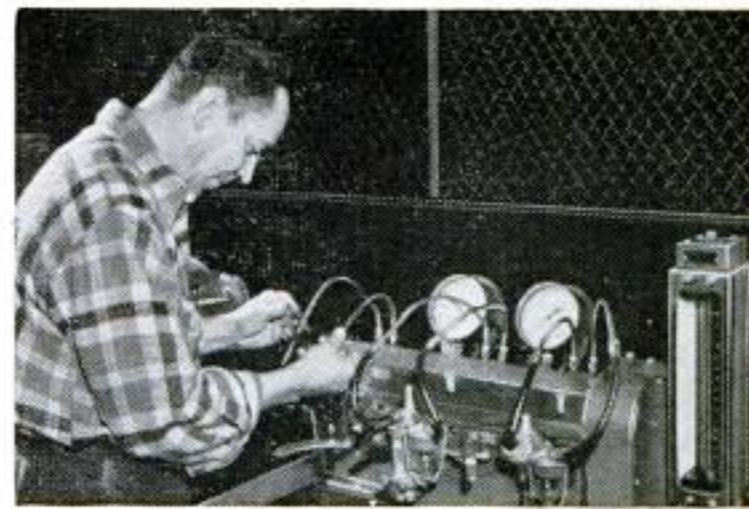
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## SPEAKING OF PICTURES . . .

. . . Oswald, a baffling blabbermouth, has become television's great what-is-it





The 15 million TV fans who watch Ventriloquist Paul Winchell each week (NBC-TV, Mondays) have been both entertained and baffled by the bizarre creature shown above. Few have guessed what he is. They know him only as Oswald, a blowhard Briton who has done

everything better than anyone else. To believe Oswald, it was he who taught Pinza to hold his high notes, Crosby to croon, Durante to be funny. Oswald's physical self is as ephemeral as his boasts. Sometimes he bursts apart; sometimes his features are slowly erased as though

a window shade were being drawn over him. In letters to Ventriloquist Winchell, Oswald's friends and foes have guessed that he is a leprechaun, pixie, plastic doll, rubber doll, nightmare, human frog, creature from space. On the next page LIFE reveals what Oswald really is.



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TV WHAT-IS-IT CONTINUED

## OSWALD IS PART HUMAN



**HOW IT'S DONE** is shown as Puppet Jerry Mahoney chatters with Oswald. Winchell lies on back. Oswald's hair is pasted under Winchell's chin; Oswald's eyes are painted on his chin; Oswald's cloth body is pulled over his nose.



**FRONT VIEW** shows Winchell's upside-down mouth as Oswald's right-side-up mouth. Winchell sees through slits beside Oswald's wrists. He manipulates Oswald by twisting mouth, moving head. Camera only shows Oswald.



**FAMILY PORTRAIT** shows the ventriloquist with Jerry Mahoney and a puppet of Winchell himself. Until Oswald's advent Jerry has been the show's star puppet, but now he frequently has to play straight man to the newcomer.





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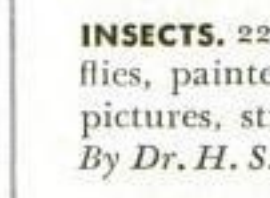


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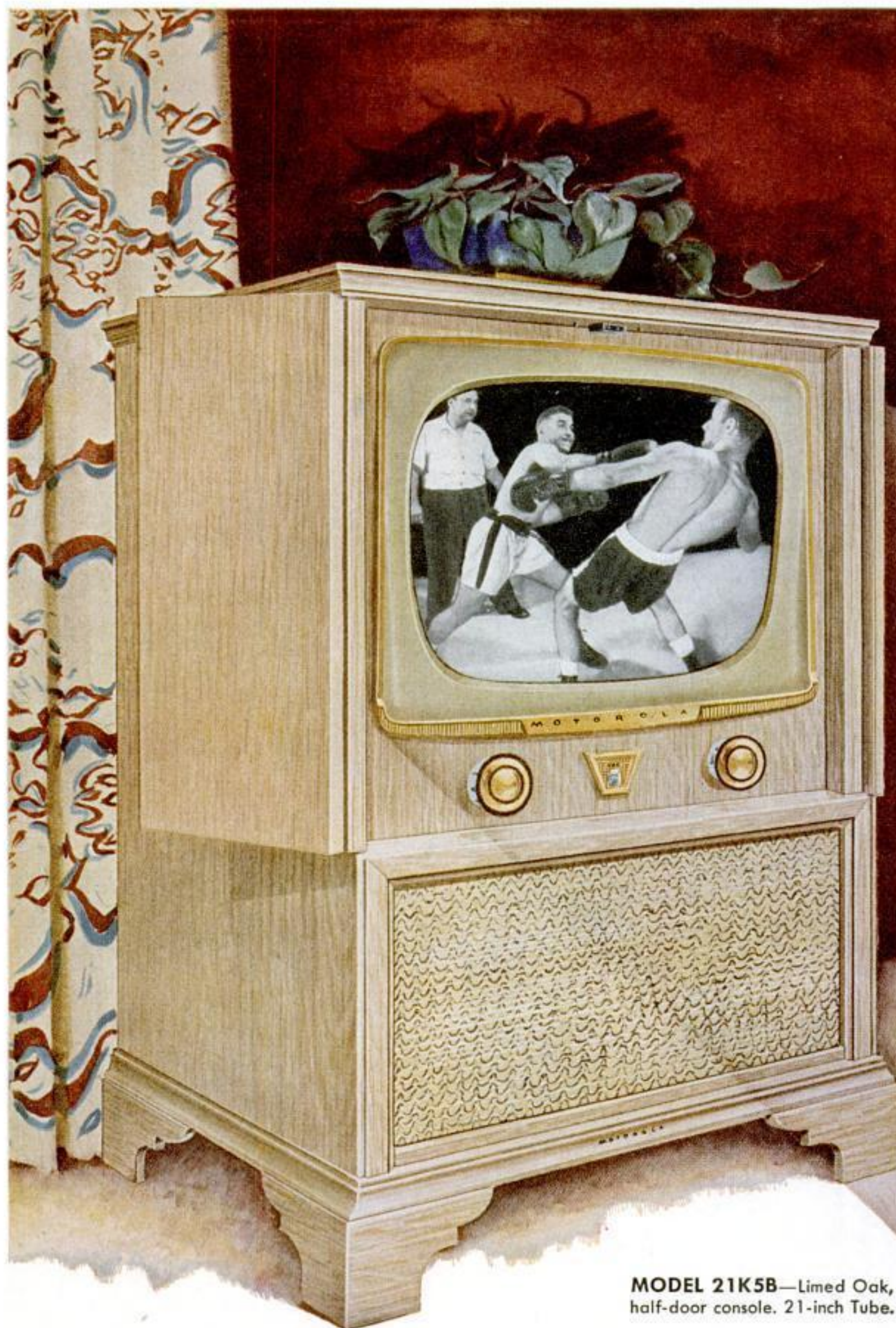
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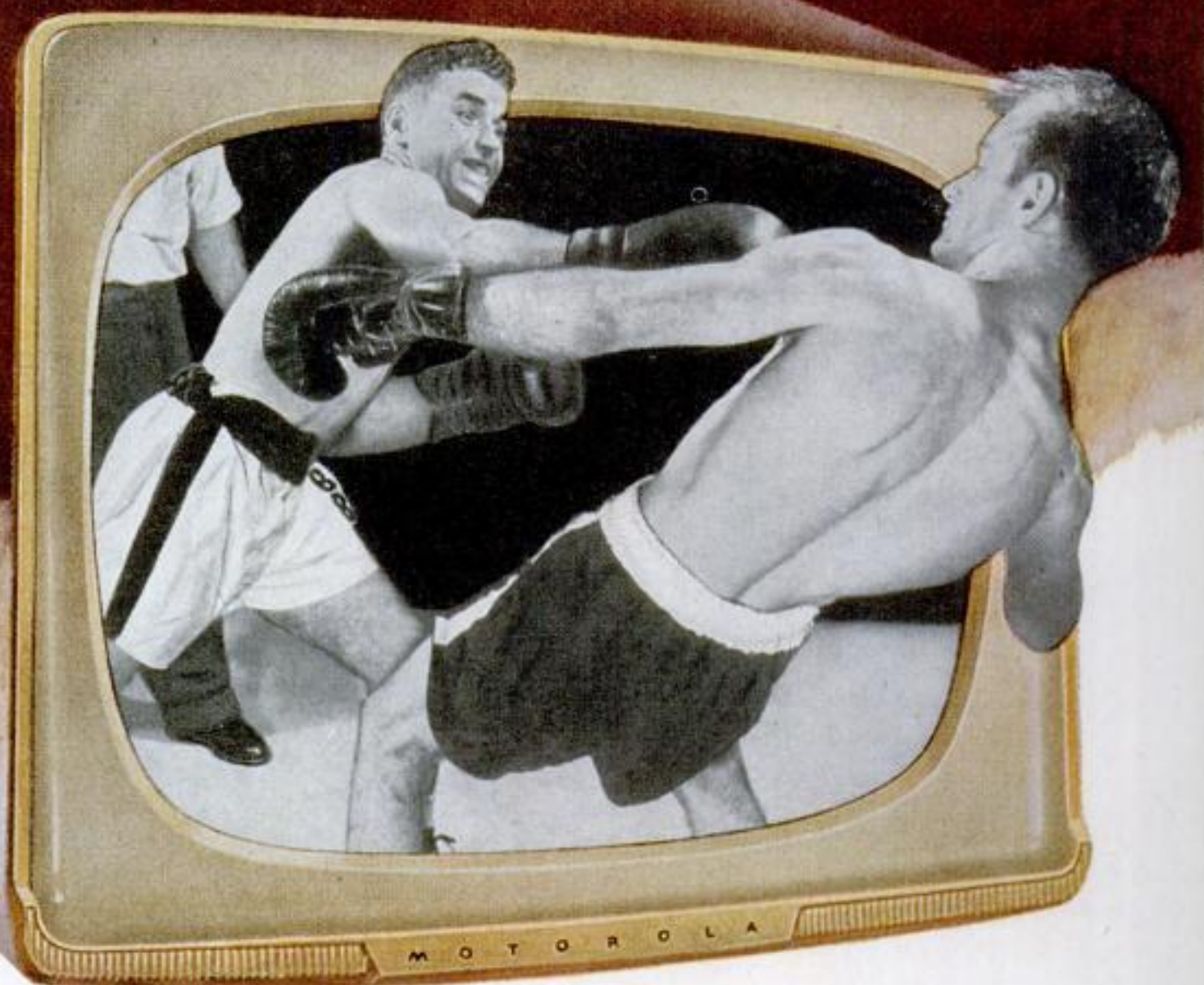
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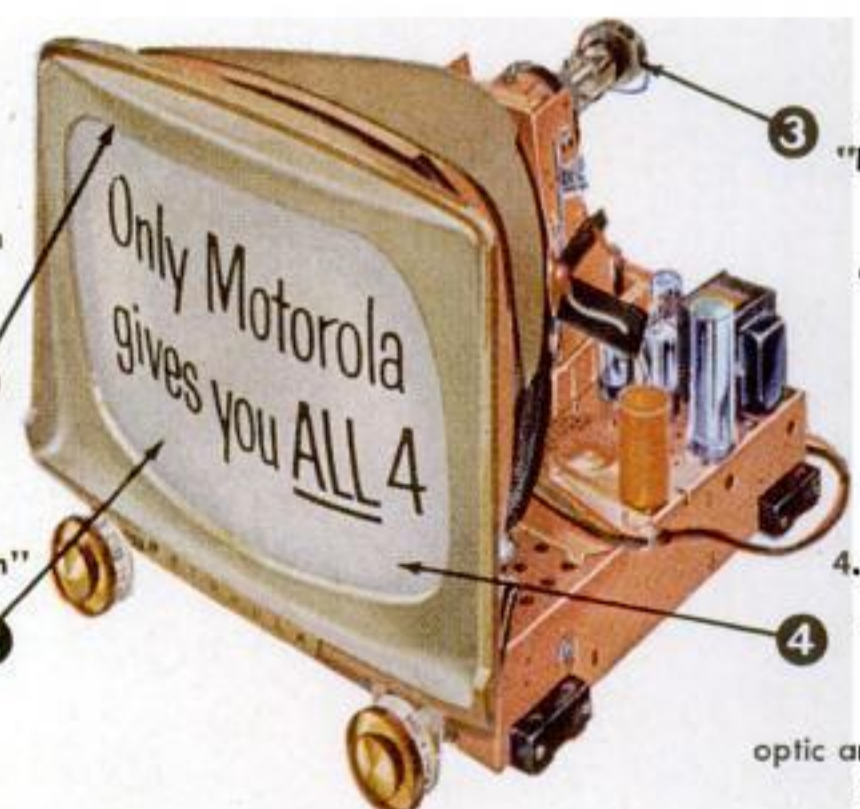


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THE TOLL OF WAR, CIRCA 1938—CORPSES ON A SPANISH PLAIN

## DEAD MEN WILL HAVE DIED IN VAIN IF...

As noted previously in this space one of the unique pleasures of pictorial journalism is to present the "good" news, the news about the man who doesn't beat his wife and doesn't get into the routine headlines. This week we continue to record pleasant things. The world can be charming if one's children paint (pp. 82-85) or mingle with other children (pp. 120-123). It can be amusing if one is a fan of "bop" jokes (pp. 67-70) or of the Yankees' Casey Stengel (pp. 106-118). And along with the charming and the amusing it can also be dedicated and inspiring, as the photographic essay on the Quakers (pp. 94-104) abundantly illustrates.

But in the trade there is something called editorial balance. This means, in LIFE's case, that the editors feel a compelling responsibility to report the bitter with the sweet. On pages 19-25 you will find out how an atomic bombing appears to people who experience it. This we didn't have to do. In 1945 we reported the structural damage to Hiroshima and Naga-

saki—shouldn't that have satisfied our editorial conscience? Why, readers will ask as they have in the past, does LIFE present horrible pictures? Do we think they will sell magazines? Do we deliberately try to dismay our readers or appeal to their morbid instincts? We answer no, we do not report sensation for sensation's sake. The motive for the first U.S. publication of the Hiroshima and Nagasaki collection is its terrible and vital pertinence to the age in which we live.

We have been talking here about a problem which has been with us for a long time. Early in LIFE's history (1938) we printed the picture above, commenting, "Dead men have indeed died in vain if live men refuse to look at them." Peace and the way to attain it, which paradoxically may mean that we have to be prepared for war, has been a world issue for almost 40 years. We pointed out in 1938 that "the love of peace has no meaning or no stamina unless it is based on a knowledge of war's terrors." In 1952 this still makes sense.

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TEN MINUTES AFTER THE BLAST YOSHITO MATSUSHIGE SNAPPED HIROSHIMA'S "WALKING DEAD," LATER WASHED THIS DEVELOPED FILM IN CREEK NEAR CITY

## WHEN ATOM BOMB STRUCK—UNCENSORED

A collection of scratched and dusty photographs, retrieved from half-forgotten files, has just struck Japan with the impact of a delayed fuse bomb. For the first time Japan has seen—and been shocked by—visual evidence of what happened to the people of atom-bombed Hiroshima and Nagasaki. And the collection, published here for the first time in the U.S., has the immediacy of today's news pictures for any people who live in the not illogical fear of being caught themselves in an atomic blast or in the terrible work of tending those who are.

Like the rest of the world the Japanese knew only the physical facts of atomic destruction, the statistics of death, the stories of what happened under the mushroom cloud. But, with one or two exceptions, pictures taken by five Japanese photographers in the first hours of terror after the blasts had been suppressed by jittery U.S. military censors through seven years of the Occupation. In that time many negatives were damaged or lost. Some, processed in inferior wartime chemicals, deteriorated beyond use. Nonetheless, early this year,

even before the Occupation formally ended, enterprising Japanese publishers began rounding up those photographs still left. Last month, with U.S. censorship abolished by the peace treaty, the publishers rushed into print with three books and a 26-page newspaper supplement. They sold out almost overnight and publishers ordered fresh editions.

In Japan it had been feared the stark record would touch off new waves of anti-Americanism. But the lesson of the pictures went much deeper than that on the people who had started the war which led to Hiroshima and Nagasaki. Almost with one voice those who saw the long-suppressed photographs renewed a heartfelt cry—nearly forgotten since the Korean war and the threat of Russian aggression—for pacifism, neutrality and peace at any price. In Nagasaki, at a memorial to those who died there, a teen-aged survivor voiced the common fear: "With all my might, as I once cried out for water out of thirst while crawling among the charred bodies on that fateful day, I should now like to cry 'peace, peace.'"



HIROSHIMA'S VIEW OF CLOUD





**WITH TRADITIONAL DISCIPLINE** a Hiroshima policeman disregards his own hastily bandaged wounds to set up an open air office beside his bicycle and,

shortly after the explosion, begins certifying victims for emergency rations. Home guardsmen and city's garrison soldiers carried out bulk of rescue work.





**HURT AND HOMELESS**, child, masked in dressings, and dazed girl are carted to suburbs by home guardsman.

# HIROSHIMA

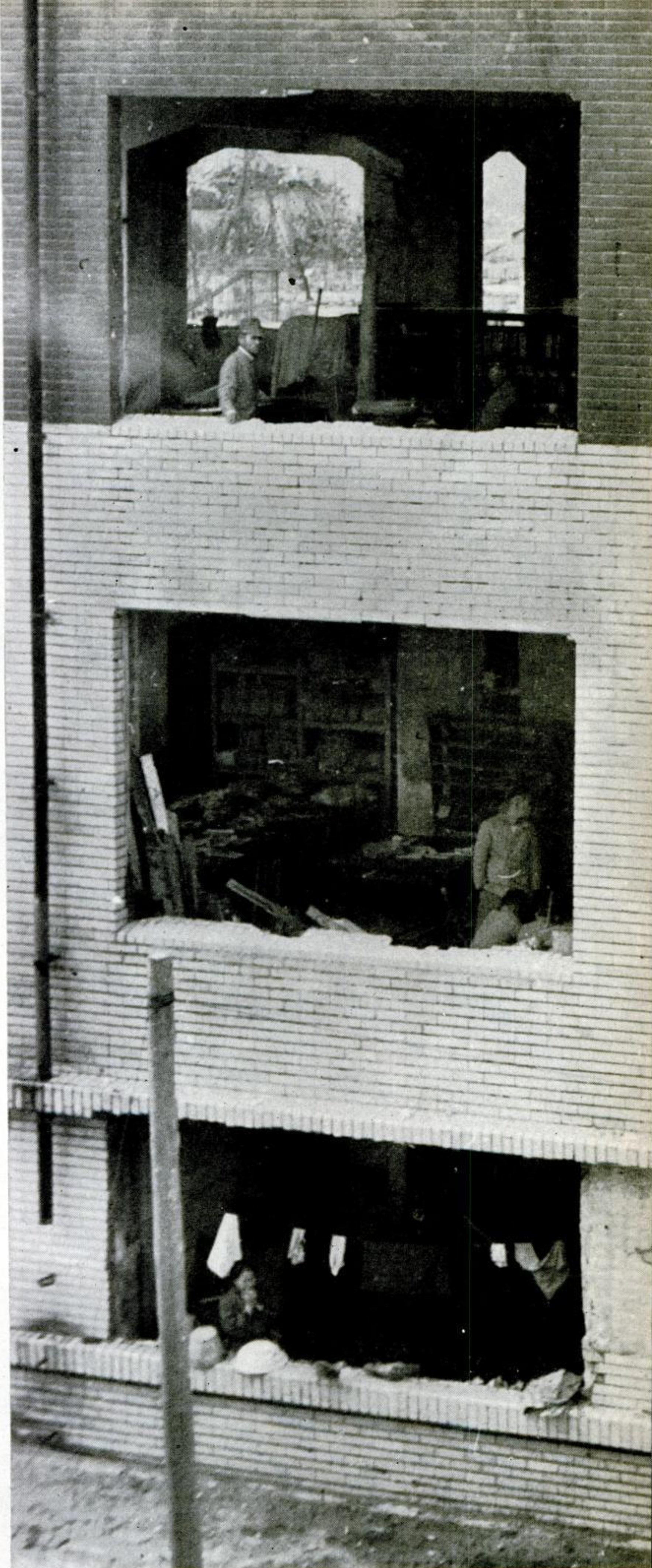
## After the first shattering blast, thirst and pity

The photographers at Hiroshima saw more than they could force themselves to photograph. At emergency aid stations they caught the numbed bewilderment of burned children. In the few buildings still standing they moved warily across floors filled with dead and dying. But the worst scenes went unrecorded. "Many times I tried to trip the shutter release but the victim would ask for pity," one photographer explained. "It was too cruel, too inhuman, to ignore their pleadings. . . . If I had known it was an atom bomb, I don't think I would have ever tried taking pictures."

Japanese authorities reduced what the photographers saw to statistics: 260,000 dead, 163,263 wounded and missing, 3,267 acres destroyed, 63,431 buildings demolished. They were figures that could be comprehended, despite their enormity. What was almost impossible to grasp was that this was the product of one terrible fraction of a second. One of last month's books on Hiroshima, *Atom Bomb No. 1*, tries to explain it. "Suddenly over the heart of the city a weird light flashed. . . . Simultaneously people stuck their fingers in their ears, closed their eyes and dropped to the ground . . . a huge explosion vibrated heaven and earth and it seemed as if the world had been blown to smithereens. The heat was a thousand times stronger than the sun. . . . Steel telephone poles were twisted like taffy. . . . From 10 to 2 in the afternoon the entire city was in flames. The wounded begged for water but there was none."



**DOOMED CHILD**, sprawled grotesquely in a makeshift first aid station, lies dying of severe burns and can never again be cooled by fan on mat beside him.



**STRIPPED HOSPITAL**, even window frames blown out, was soon put to use again to shelter its surviving patients on lower floor as army took over above.





MOTHER SUCKLES BABY AS BOTH AWAIT DOCTOR

## NAGASAKI

**Quick death, with no suffering,  
or a lingering one, with terror**

The people of Nagasaki, a military seaport, heard almost immediately about the destruction of Hiroshima, but the Tokyo government radio told them only that a "new type of bomb" had been used. Three days later a bomb even more powerful than Hiroshima's burst above their city. For approximately 1,600 feet in every direction from ground zero, almost no thing or being remained whole or alive. There, and in the less completely destroyed areas just beyond, 73,884 persons were blown to pieces, burned to death and died of wounds; 74,904 were injured or missing.

"The dead, those who died with the bomb," reports Yosuke Yamahata, a Japanese army photographer, in the book *Atom Bombed Nagasaki*, "... [had] no suffering written on their faces. They had died instantaneously and many resembled shop window mannequins." It was in the Dantesque half light of the next smoke-filled dawn that Yamahata stumbled past still raging fires and through debris where "people walked aimlessly, some with flesh gone from their legs," to take the pictures on these and the next two pages.

Jun Higashi, a reporter who was with Yamahata, recalls that he "stepped on something black in the early light. It moved and I was frightened when it said, 'Save me. Save me.'"



IN THE DAWN LIGHT A LONE TREE STANDS—AS IF IN A JAPANESE PRINT—OVER RUBBLE AND RESCUERS







BELOW: SURVIVORS LOOK FOR DEAD IN SMOKING RUINS A MILE FROM BLAST



**DAZED BOY**, face cut by glass, stands clutching a rice ball. Some food supplies were brought to victims by searchers coming into blast area from suburbs.





**SINGLE PICTURE** tells full story of an incident—twisted tracks, the blast-crushed trolley, riders hurled into the ditch, their shirts blown from their backs.

## AFTER THE MOURNING, A WARNING

In the first hours after the blast, Nagasaki's reaction was simple: prayers for the dead and dying, for deliverance of the few who escaped. In seven years the reaction in the two cities has grown more complex. Some now prefer simply to forget the whole thing. Others make their living out of the disaster. They trade in heat-fused souvenirs of glass or stone, conduct sightseers through the ruins, sell pamphlets which detail what happened. Here and there is resentment against the U.S., but, curiously, it is not because the A bombs were used; rather it is because, as the wife of much-scarred Kiyoshi Kikkawa put it, "If you Americans atom bombed us, and some of us survived, don't you think . . . you should help us regain our health?" This group claims that the Atomic Bomb Casualty Commission, whose primary task is the study of the long-range effect of atomic bombing, has treated survivors as "guinea pigs." Even the Communists do not directly make anti-American capital out of the pictures.

On only one issue is there no disagreement. To a world building up its stock of atomic bombs, the people of the two cities warn that the long suppressed photographs, terrible as they are, still fall far short of depicting the horror which only those who lived under the blast can know.

## Atom Bomb—Uncensored CONTINUED



**PRAYER FOR PEACE** after the holocaust unites Catholic friars (two of the 12 in Nagasaki were killed) with other surviving Christians in improvised church.



**LAST DRINK**—and her first since the bomb fell—is sucked hungrily by girl the morning after. Shortly she and other victims sprawled here awaiting aid died.

**LUCKY GIRL**, who had gone into shelter after earlier warning and not come out after all clear, emerges amid ruins unhurt and wearing an incongruous smile. →







## MANY A PARTY CANDIDATE FOR SENATE AND STATEHOUSE DESERVES NONPARTISAN SUPPORT

Some independent liberals who like Ike but hate McCarthy and Jenner are having a harder time than necessary. With Democratic help they have given themselves the false impression that Jenner and McCarthy are typical of the Republican party. They would do better to take a broader look at the whole vast and varied continent of American politics. It is generously salted with Republican candidates who are an honor to their party and who deserve independent support. We here give a few samples from the Senate and governorship races.

**Massachusetts** After two terms in the Senate, one in the U.N. Assembly and a distinguished Army career, Henry Cabot Lodge now has a better combined knowledge of foreign and military affairs than any other senator. His all-around ability includes political astuteness, as evidenced by his successful handling of Ike's preconvention campaign. At 50 he should be entering the period of his greatest usefulness to his country and is in fact ready to become one of the great men of the Senate. But he has the political fight of his life on his hands.

Young John Kennedy, his Democratic opponent, is also a good man who has, in our opinion, simply chosen the wrong time and place for the advancement of his legitimate personal ambitions. From the national standpoint first-class political talent is here being wasted in a battle of personal charm. That is a very poor reason for risking a national asset like Cabot Lodge.

**New Mexico** Pat Hurley, 69, is making a third try for his first Senate term. His assets are his robustious personality and his unrivaled experience of realistic diplomacy in a dangerous world. He was Secretary of War when MacArthur was chief of staff. During World War II Roosevelt chose him for the toughest special assignments abroad. Hurley warned Roosevelt against the course of mistakes now symbolized by Yalta and tried to correct these mistakes, notably in China. A Senate whose No. 1 job will be to cope with Communism could well use Pat Hurley. His opponent, Dennis Chavez, is seeking his fourth term as a routine New Dealer.

**Kentucky** In 1946 Kentucky did itself and the nation a great service by sending Republican John S. Cooper, 51, to the Senate where he speedily made a reputation for fairness in domestic and farsightedness in foreign affairs. Despite labor support he was beaten in '48 and was thereupon drafted by the State Department as consultant and U.N. delegate. He is one Republican candidate for office who can criticize Democratic foreign policy from the inside. This he is doing with force and precision. If elections were won solely on character and intelligence, he would be a shoo-in. Unfortunately his opponent, the faceless Senator Underwood, is backed by the extremely effective Clements machine.

**New York** Irving M. Ives, 56, is a fine all-around senator with a special mastery of social and labor problems. He was co-author of the Taft-Ives amendments to the Taft-Hartley law which would have passed if the Democrats had not preferred to keep Taft-Hartley around as a campaign "issue." Ives is against the drift to socialism but in favor of fair employment laws, federal and state. He was a signer of the anti-McCarthy "Declaration of Conscience" of 1950 but was also the author of a resolution to fire Dean Acheson. He is liberal enough to satisfy truly independent New Yorkers and is fortunately pretty sure to beat his opponent, a Brooklyn politician.

**Nebraska** This safely Republican state is sending ex-Governor Dwight Griswold to the Senate for the first time. A good administrator and a shrewd politician, he showed both qualities when the President made him head of our aid mission to Greece in 1947. There he used his control of a \$300 million appropriation to effect changes in Greek politics which horrified the "noninterventionists" of the State Department but got Griswold the results he wanted. Thereafter he "half retired" in Nebraska. The country is lucky to get this sane and solid liberal back at work.

Among the Republicans who deserve to be returned to the Senate are Vermont's Ralph Flanders, New Jersey's Alexander Smith, California's Bill Knowland (who can't lose), Minnesota's Ed Thye and Delaware's John Williams. They are the sort who would give Ike good support and lend a healthily liberal color to his Administration.

Even more promising for the future of the Republican party is the Ike-minded progressiveness of its gubernatorial candidates, many of whom may show up in the Senate two or four years hence. Of the 25 Republican governors now in office, most were for Ike before Chicago and a lot are running to succeed themselves.

In Arizona, Ernie Pyle's cousin, Howard, is running on one of the best records ever made. His reforms were remarkable for the harmonious behavior he won from a Democratic legislature. Dan Thornton will probably be re-elected in Colorado, Bracken Lee in Utah and Edwin Mechem in New Mexico, all on the basis of good records. So, we hope, will the man who did so much for Ike at Chicago, Arthur Langlie of Washington.

In Ohio, Bob Taft's brother Charles is taking on the one-man vote machine, incumbent Governor Frank Lausche. Charlie Taft is a distinguished national figure in his own right whose congenital fairness and experience in labor negotiations have won him much labor support that used to go to Lausche. Yet Lausche is more popular with a lot of Charlie's brother's most devoutly conservative friends. To some Ohioans a conservative Democrat seems somehow "safer" than a liberal Republican.

In Massachusetts a notably conscientious and high-minded Republican, Congressman Christian Herter, is trying hard to take the governorship away from the Boston Fat Boy, Paul Dever, whose sweaty keynote speech at the Democratic convention will long be remembered by a national TV audience. This is a dirty fight in which the Democrats have resorted to a smear campaign. With or without it, unfortunately, they are favored to beat Chris Herter.

In Michigan the ambitious Fair Deal Governor "Soapy" Williams has a strong challenger in Fred Alger, 45, who is just as rich as Soapy but much more levelheaded. One of Alger's reasons for fighting Soapy is to put Michigan's financial house back in order. That is the issue in a lot of states which have had Democratic governors. As Democrat Paul Douglas once remarked, "To be a liberal, one does not have to be a wastrel." But there seem to be a lot more Republicans than Democrats who believe it.

Ike has given a blanket endorsement to all Republican candidates, and Adlai has yet to repudiate any Democrat. But the voter is under no such blind obligation. There are good and bad men in both parties. The voter can and should use marksmanship and discrimination, especially when one man is clearly superior to the other. That seems to us the case in the above Republican selections.





## BRIDEGROOM TITO INTRODUCES A BUXOM, BRONZED MRS. BROZ

Last week in Yugoslavia the flower and chivalry of Belgrade were bidden to a lavish state reception by engraved cards which read, "Marshal Josip Broz Tito and Mme. Jovanka Broz invite. . . ."

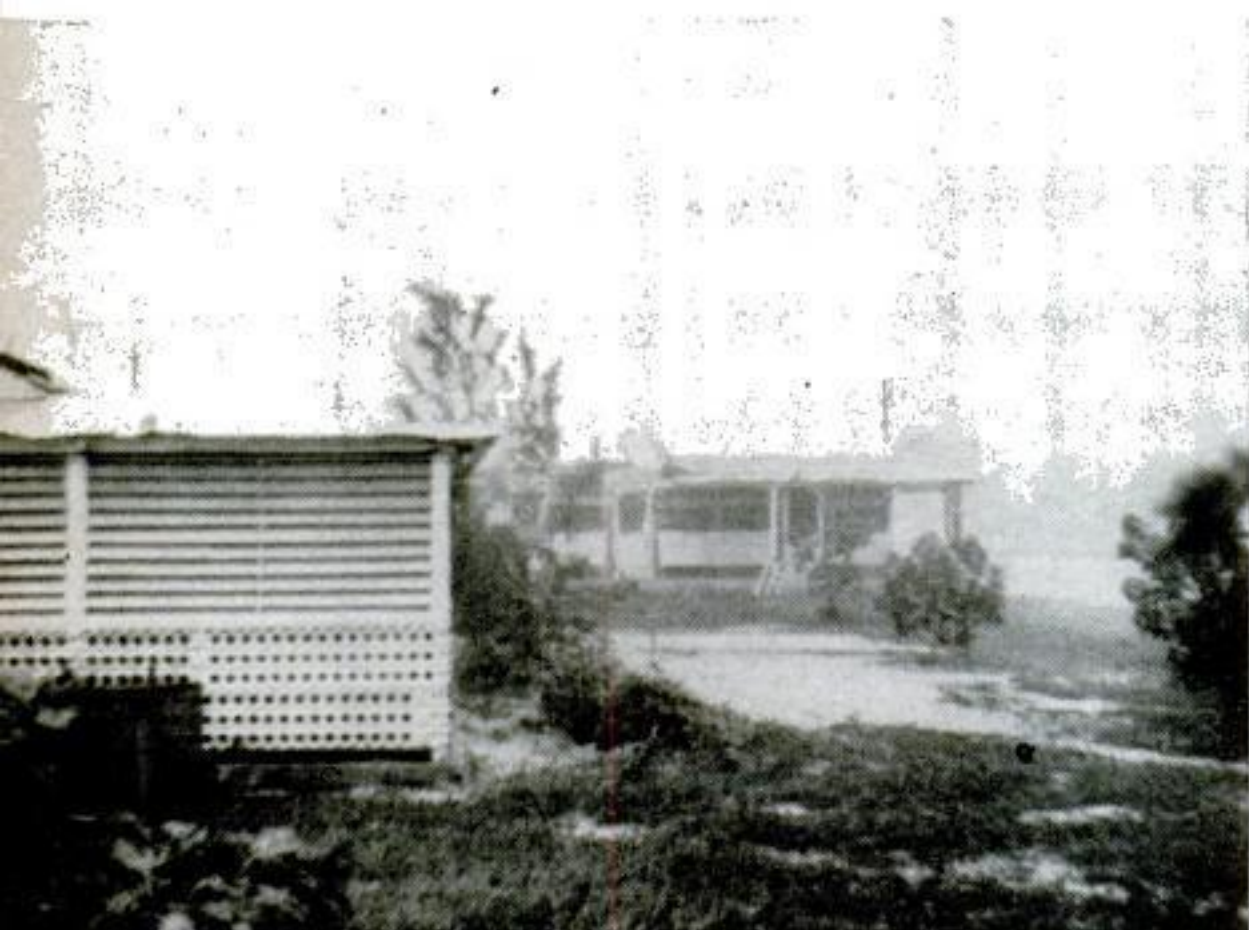
This was the first news, in Yugoslavia or elsewhere, that the 60-year-old dictator, twice wed, once a widower and once divorced, had married again. Romantic details, eagerly sought, were disappointingly meager. The bride, a 28-year-old army major named Jovanka Budisavljevic, had joined Tito's wartime Partisans at 17 but met him only this year while a

member of his secretariat. They had married in secret, probably in May.

At the reception Mrs. Broz proved a vivid consort. She was tall, buxom, handsome, as deeply tanned as her husband, vivacious and so poised that she charmed critical embassy wives as well as the guest of honor, British Foreign Secretary Anthony Eden. Afterward, in the festive camaraderie of two newly married men (although Eden had left his wife at home), Tito and his guest sat down, as one prominent bridegroom with another, to see if they could make a closer match between Yugoslavia and the West.



THE WIND BEGAN TO RISE . . .



# WAKE ISLAND'S BIG BLOW

## Typhoon levels Pacific outpost

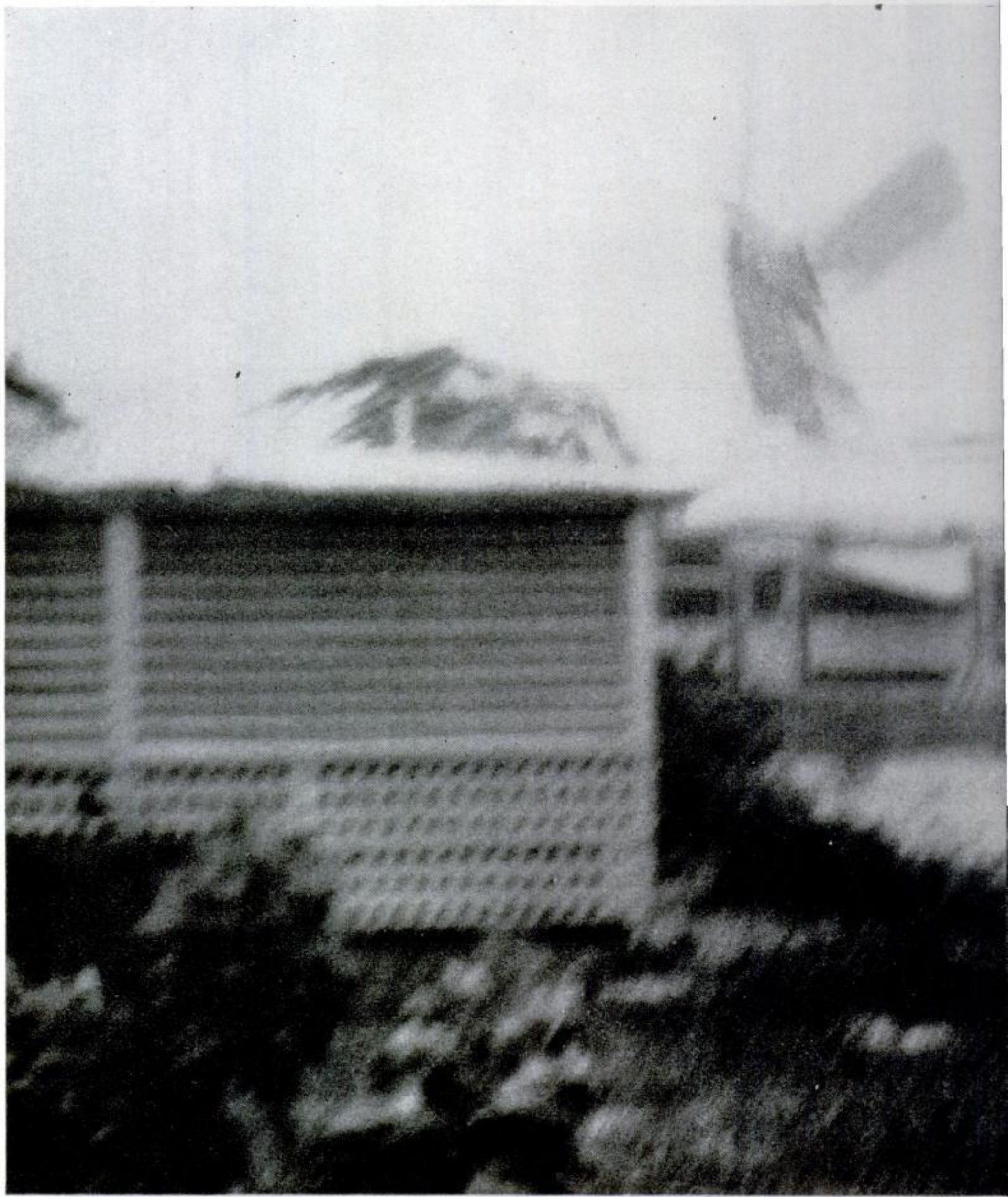
Because Wake is one of the vast Pacific's stepping stones, some 550 people, mostly engaged in air operations, live the year 'round on the V-shaped, four-mile-long island. Rising only 15 feet above the ocean, the reef-guarded islet is especially vulnerable to storms, which fortunately do not come often. But last week a typhoon swept over Wake like a giant hand brushing a house of cards off a table.

Predicted high winds had buffeted the island overnight, but there had been no warning for what followed. The typhoon struck at daybreak and presently anemometers registered winds of 163.5 miles an hour, at which point they were ripped down. The many quonset huts tore open, their fragments sailing the air like stringless kites (*above, right*). Wind-piled sea water flooded the island and as roofs blew off over them inhabitants crawled and charged to the few permanent buildings. When the storm ended, a scared Wake could congratulate itself. The ten-hour blow had done a roughly estimated \$10 million worth of damage. But everyone was still alive, only two were seriously hurt.



**THE BEACH** afterward was a litter of wreckage. During storm it imperiled islanders like shrapnel.

. . . THEN TREES WERE BENT FAR OVER AND DEBRIS FLEW THROUGH THE AIR



**HOW THE WIND ROSE** is shown by comparing the smaller picture at upper left with the unusual

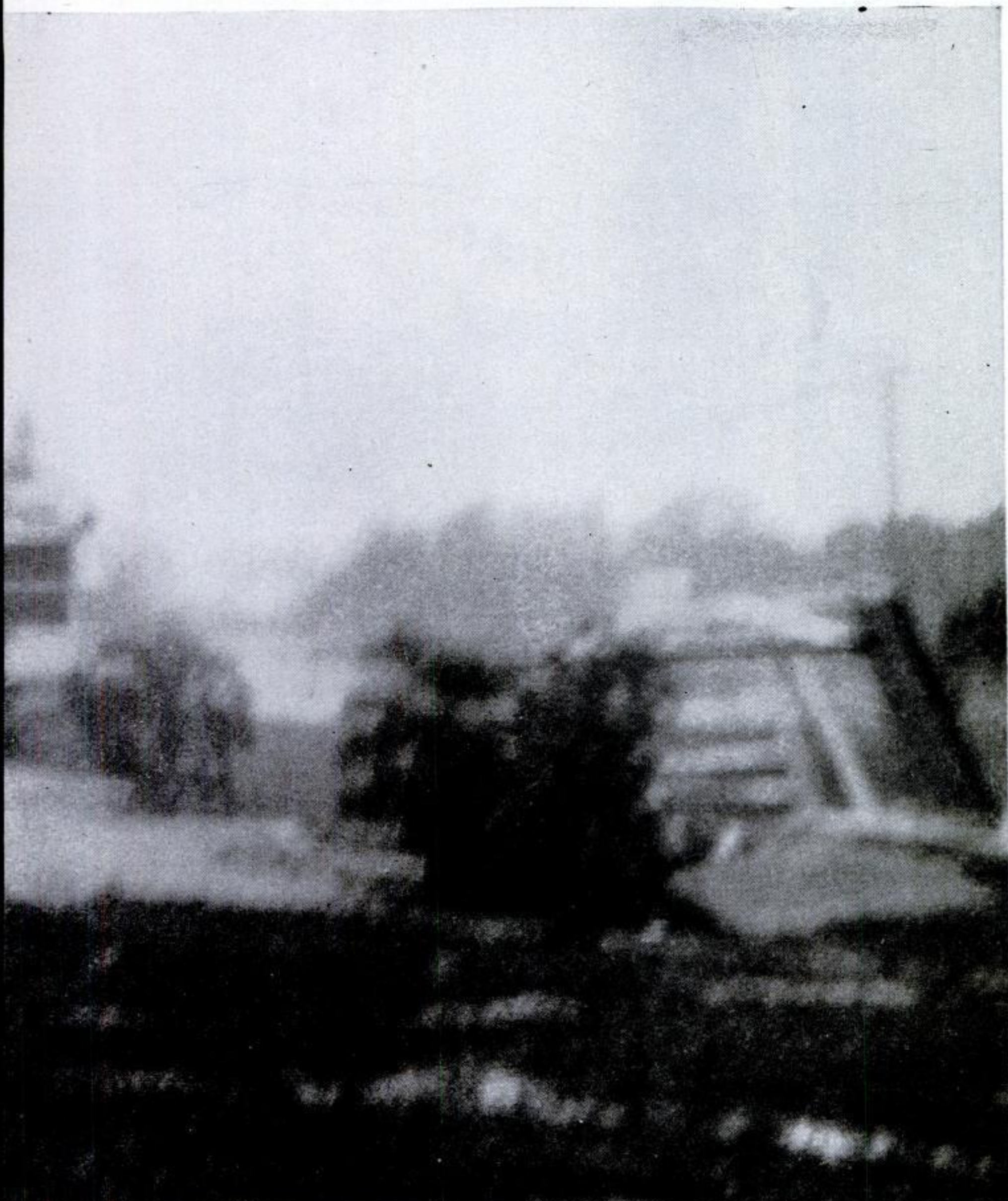
view of a typhoon in action above. The first was made from a barracks shortly after 7 a.m. by Airline



**ONE SAFE PLACE** in typhoon was this concrete storehouse, which was built by Japanese during

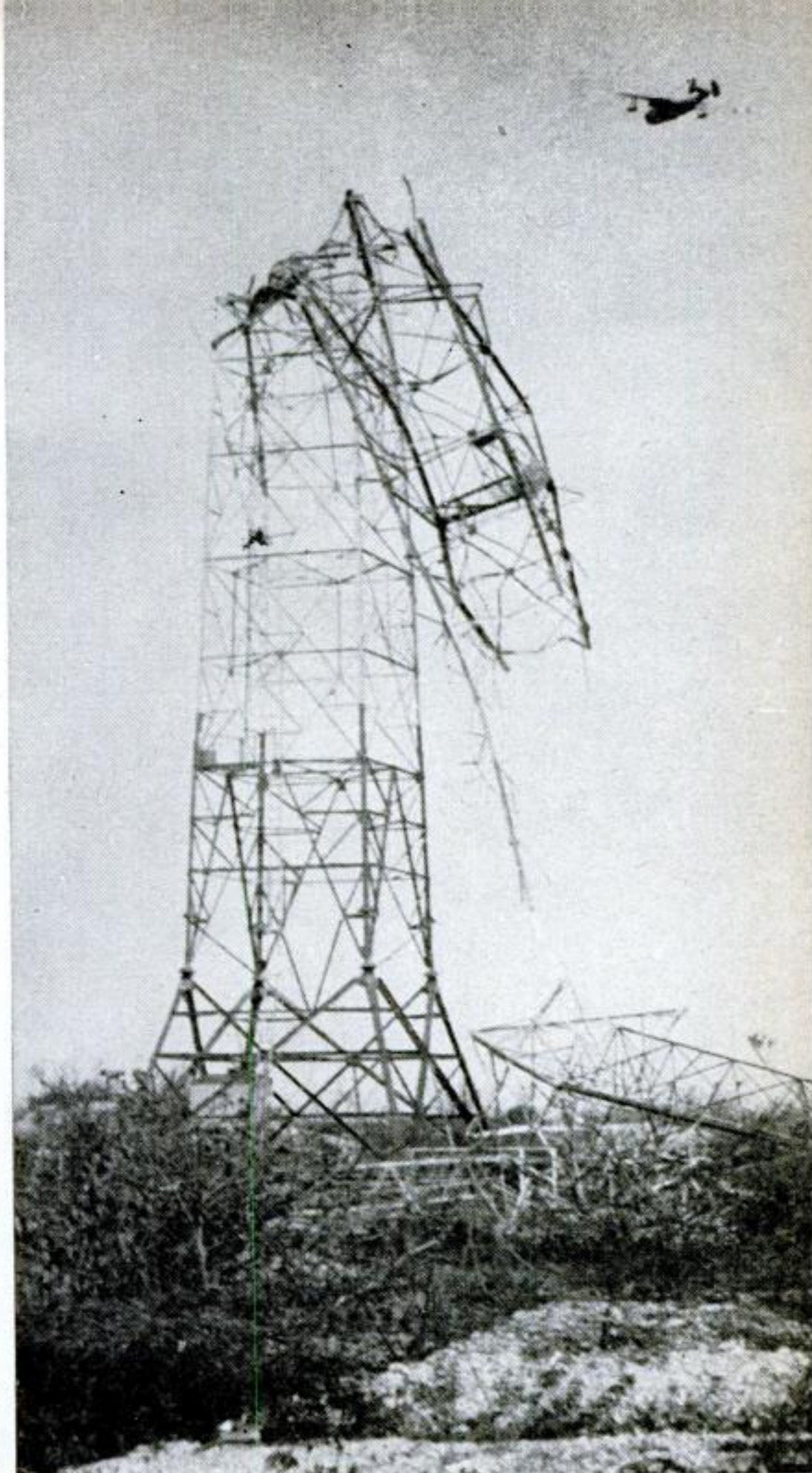
war, where some of island's 75 women and children stayed. Sea water flowed in over its floor, however.





Captain J. W. Allen, who took refuge there. Shortly after (big picture) the sky had darkened and as

buildings disintegrated the screaming air filled with shards of wood and metal, one of which can be seen.



**TOPS AND BOTTOMS** of the island's masts and poles were cut off by storm. Above: first plane in circles toppled radio tower. Below: crossbars suspended from wires show how wind snapped poles.



**AFTER THE STORM** flat Wake appeared flatter. Ninety percent of buildings were wrecked, including

commissary, dining hall, living quarters. Plane damage was slight because pilots headed them into wind.





WARSAW, IND. 9:15 A.M.



SOUTH BEND, IND. 11:45 A.M.

# A GREAT WEEK FOR IKE ENDS IN EMBARRASSMENT

Friends' gifts bring running mate under fire

It could have been Ike's biggest week. Morning, noon or night, as the Eisenhower whistle-stop special moved through six states of the Middle Western heartland, the crowds that waited for him were as big as those which once greeted Franklin D. Roosevelt—and just as eager. It was not so much what Ike said—he hammered away at corruption and need for a change—as the genuine pleasure which he took in meeting people that made the tour so obviously successful. In Warsaw, Ind. he recalled his own memories of Warsaw's best remembered citizen, Billy Sunday. Almost everywhere he managed to conclude with an introduction as popular if not more popular than his own, "And now I want you to meet my Mamie." And so the crowds gathered and cheered whether it was in Brooklyn, Iowa (pop. 1,310) or the twin cities of St. Paul and Minneapolis (combined pop. 826,751), where 300,000 gave him a remarkable demonstration. Even when he interrupted his tour to fly back and face the cool and somewhat hostile delegates to the A.F. of L. convention in New York with a courageous defense of the Taft-Hartley law he won a friendly response—if few converts.

But the week's triumphs were suddenly beclouded. As the general drove through the streets of Kansas City on Friday, silent pickets rebuked him with signs gibing at his vice presidential candidate, Senator Richard Nixon. These referred to the revelation that Nixon, as a senator, had accepted contributions up to \$18,000 from friends to help defray his expenses. While Nixon admitted this, he angrily denied that he had done wrong, saying the stories were a "Communist smear." But no such answer could still the rising political clamor. Some of Nixon's colleagues, notably Senator Taft, defended such contributions as little different from campaign contributions because a senator is never done campaigning. Eisenhower himself took a sterner view. He reaffirmed his faith in Nixon's honesty and asked him to make a full accounting. Then the highest source in Ike's camp made it clear to the correspondents on the campaign train that if Nixon were to remain on the ticket he would have to be shown "as clean as a hound's tooth—or else." Whatever the accounting proved, it was obvious Nixon's judgment in accepting such help would remain an issue—the kind of issue that might blunt the Republican attack on corruption in Washington.

**MASS TRIBUTE** of crowds on Sept. 15 deeply moved Eisenhower. Said he, "In different spots and capitals of this world I have been awarded distinction by



**A CANDIDATE'S GESTURES** are often more eloquent than words when he is on parade. This was true in Des Moines, where Ike for blocks had to respond

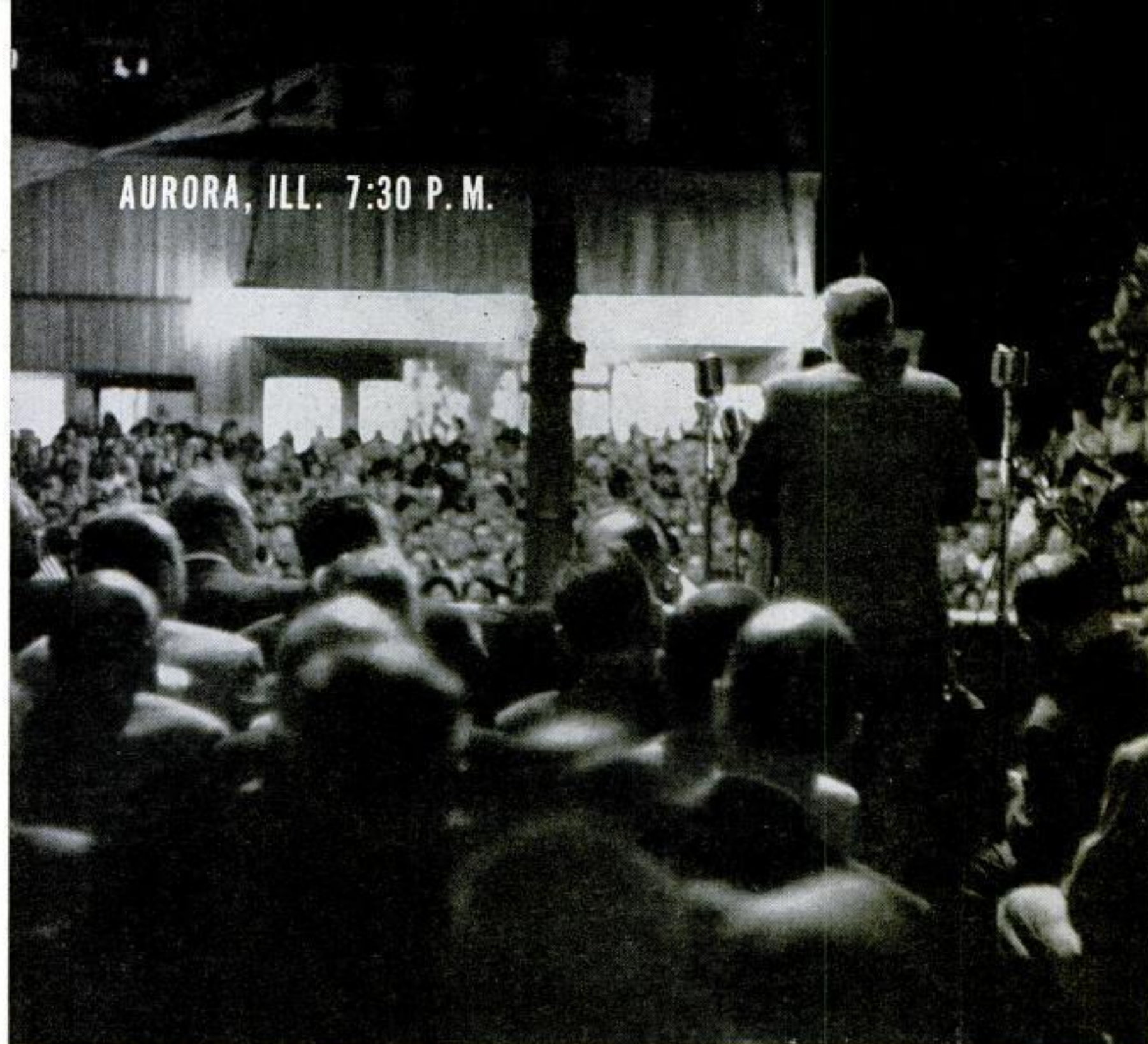




governments, by kings and ministers. . . . What I want to say is this—no American citizen can receive a greater honor than you are just now paying me.”



to the crowd's full-throated greeting. Here he offers to shake hands, greets a roar with a two-handed salute, gives the okay sign and then "thumbs up."



**DEFENDING HIMSELF**, Veep Candidate Nixon held his train 15 extra minutes at Marysville, Calif. after someone shouted, "What about that \$16,000?"



**ATTACKING NIXON** in Kansas City, opponents picketed general as he rode through city. They refused to tell reporters whether they were paid or not.





**A GAY RECEPTION** greeted Stevenson in Enfield, Conn. He was given rug "for White House."



**SHOULDER-TO-SHOULDER**, Adlai sits beside Massachusetts Governor Dever and John Kennedy.

## A NEW PILGRIM IN NEW ENGLAND

There Adlai defends his humor

As Ike crisscrossed the Middle West, Adlai Stevenson made his first foray into New England. If the Democratic candidate seldom drew crowds that equaled those of his opponent, Stevenson never failed to leave them smiling and impressed with his eloquence and wit. And in defense of his political humor Adlai quoted Republican Abraham Lincoln who said, "Were it not for this occasional vent of humor, I should die." Stevenson's serious speech of the week was made in Hartford, Conn. in the form of a tribute to the late chairman of the Congressional Atomic Energy Committee, Brien McMahon. The candidate called for a new attempt to achieve international control of the atom, saying, "We will never be able to release the power of the atom to build unless we are able to restrain its power to destroy." But for Stevenson personally the happiest speech of the week was his graduation address to 602 newly commissioned Marine officers at Quantico, Va. One of them was his son, Adlai III.

**PROUD FATHER**, Adlai II, stands beside Adlai III, who has just won Marine Corps commission.



**A SOLEMN BACKDROP** for Naugatuck speech was Civil War monument. Talk was in lighter vein.



## You can **TASTE** those sun-ripened tomatoes . . .

The finest tomatoes grown are in Campbell's Tomato Soup . . . puréed to a rich, velvety smoothness . . . blended with choice table butter and delicate spices . . . to Campbell's own matchless recipe. Is it any wonder that this is "the soup most folks like best"? Every year, more and more women serve it . . . as soup . . . as a pour-on sauce . . . or in cooking. *Why don't you?*



These luscious red beauties  
Are "cream of the crop".  
For richness of flavor  
They're right at the top!

**Campbell's**  
**TOMATO SOUP**



**Delicious both as pour-on  
sauce . . . and in cooking !**

Campbell's Tomato Soup makes the finest tomato cooking sauce in the world. Use it condensed as a pour-on sauce, seasoned to taste . . . or in recipes. Gives a wonderful *lift* to dishes!



**"It's the handiest thing  
on my kitchen shelf!"**

"I always keep at least four cans of Campbell's Tomato Soup on hand . . . it's so useful! Children's lunch . . . when company comes . . . all sorts of occasions. And it's *delightful* in cooking!"



# Swans Down Mixes make **Kissin' Cakes!**



No other mixes can match 'em  
— make cakes so good, folks  
want to hug and kiss you!

**Swans Down Cake Mixes** are the short-cut way  
to a man's heart! *Thousands* of women say  
they're 'way out ahead of other cake mixes!

Try 'em! Swans Down White Cake Mix gives  
you white cakes so feather-light and tender,  
they eat like slices of heaven! And Devil's Food

Mix makes cakes so chocolaty-rich and luscious  
they melt in your mouth!

Made with the finest cake-makings including  
delicate, farm-fresh egg whites and creamy-rich  
shortening—it's no wonder Swans Down Cake  
Mixes make *Kissin' Cakes!*

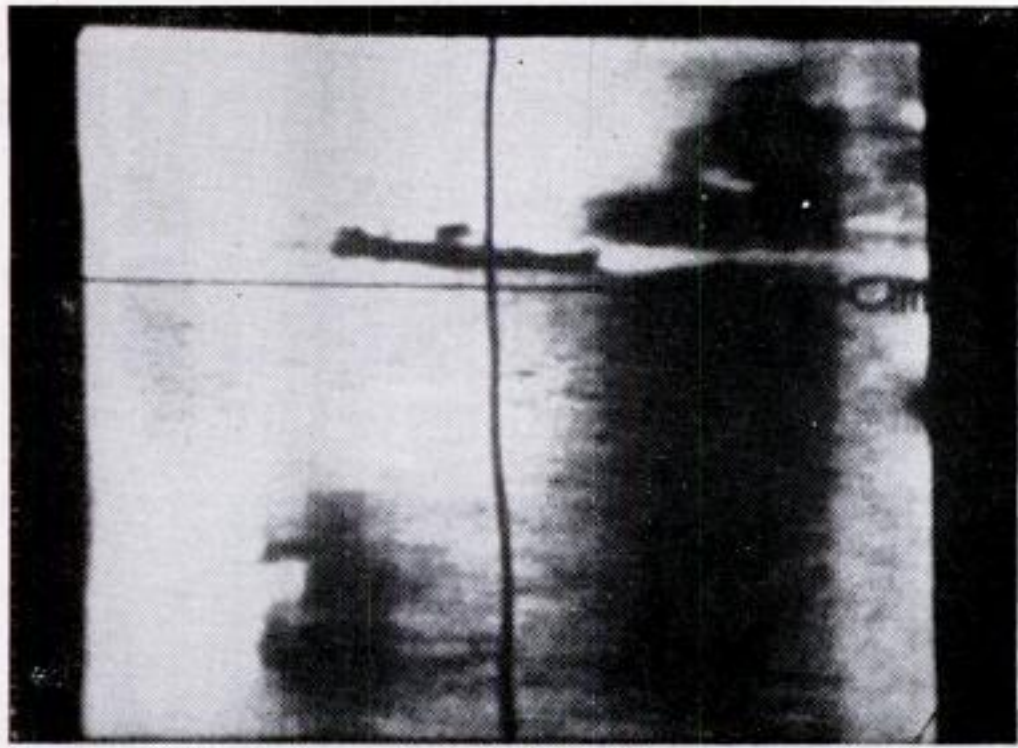


**NEW TV SHOW**—starting Oct. 3rd,  
"Our Miss Brooks," starring Eve Arden.  
See your local newspaper for time and station.

Serve a **Swans Down Cake Mix** cake tonight—and see!

Products of General Foods





**1944 TARGET**, a beached Jap ship, appears behind cross hairs of TV monitor seconds before remotely controlled plane explodes against it in Navy test at Banika island.



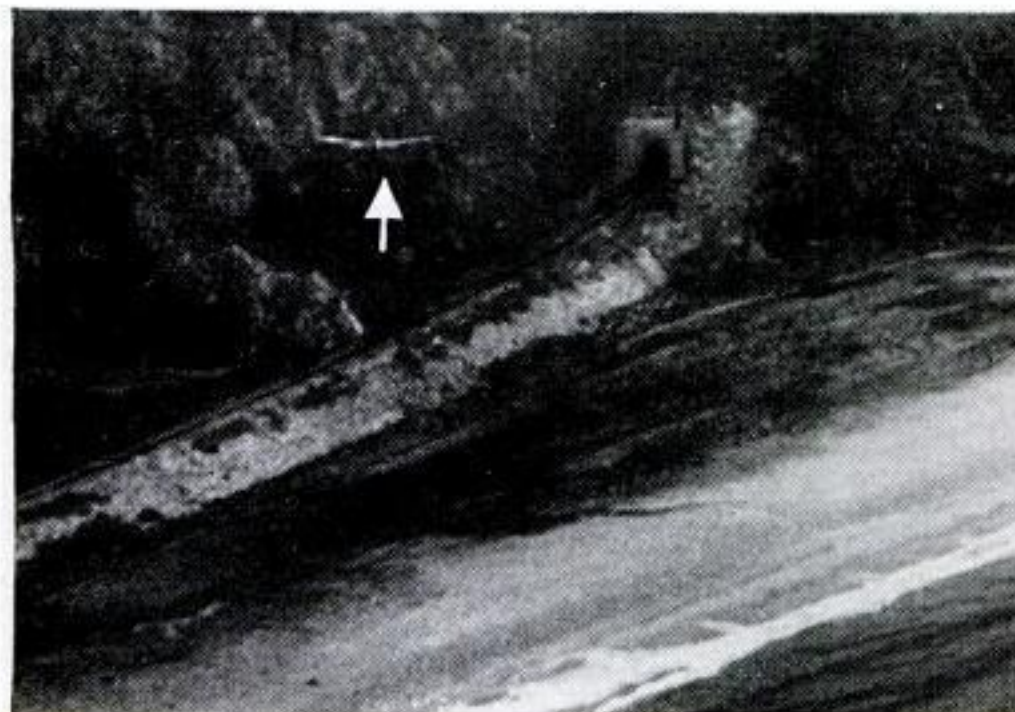
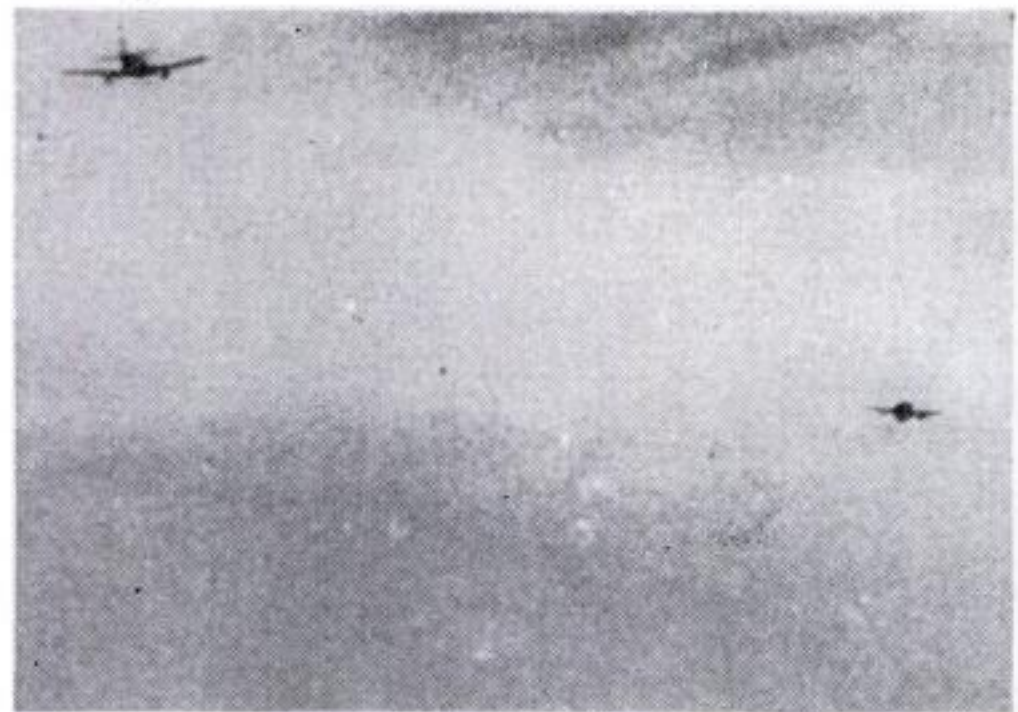
**1952 TAKE-OFF** is made by a drone (1) from carrier's deck under the direction of a mother plane (2). Another mother plane, already aloft, will guide it to Korean target.

## MUCH ADO ABOUT 'PUSH-BUTTON' WAR

Some reporters in Korea last week thought they had their teeth in the story of the year: the announcement that push-button war had begun. Six explosive-packed, pilotless "missiles" had risen from a carrier's deck, then under remote control crashed into enemy targets 150 miles away. Gaudy accounts of the "secret weapon" made front-page headlines in U.S. newspapers.

A more sober look at the Navy's "super-weapon" showed it was overbilled. The "missiles" were obsolete Hellcat dive bombers with radio controls like

those in gunnery target drones, plus TV monitors to help pilots in mother planes to pinpoint the drones' dives into target. The U.S. had these weapons in 1944 and used them to blow up two Jap ships. A crude step toward true guided missiles, the explosive drones can be made ineffective if the radio signals that direct them are jammed. Their use now points up a long-suppressed fact: the Navy could and should have used them in quantity in World War II when they would have been a first-rate surprise weapon and would have saved many pilots' lives.

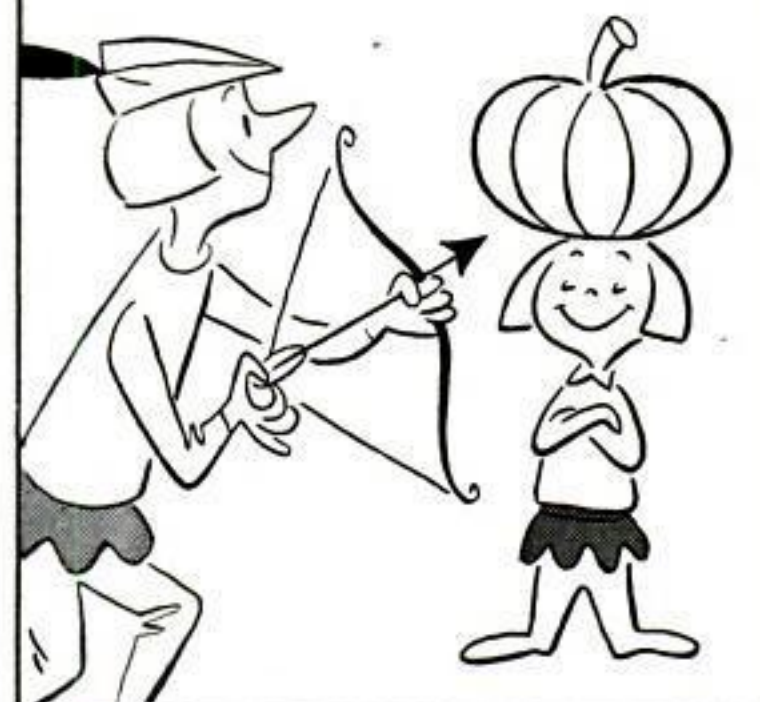
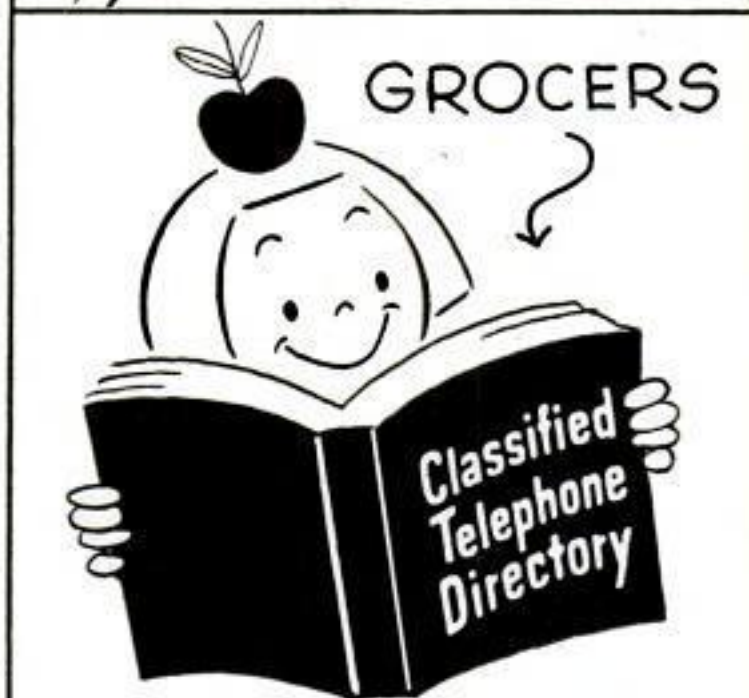
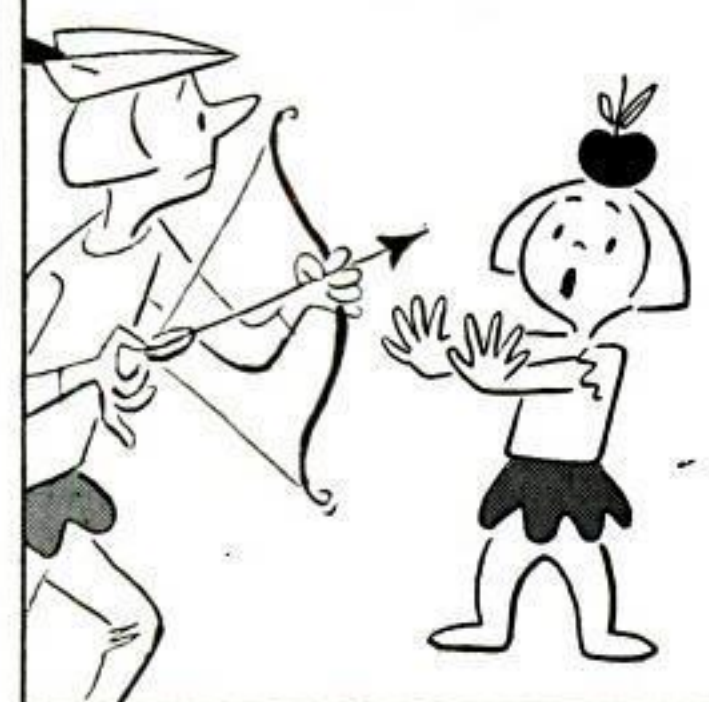


MOTHER PLANE AND DRONE (ABOVE) FLY TOWARD KOREA WHERE DRONE (ARROW) DIVES ON A RAILWAY TUNNEL



HITTING ITS TARGET, DRONE PLANE EXPLODES IN TUNNEL'S MOUTH WHILE MOTHER PLANE WHEELS SAFELY AWAY

LOOK  
HERE



LOOK IN THE  
**'YELLOW PAGES'**  
OF YOUR TELEPHONE DIRECTORY  
for HOME OR  
BUSINESS  
NEEDS



# New Miracle Mary Proctor Zedalon®



**Won't Shrink!** Wash Zedalon as you would cotton. Won't stretch or shrink out of fit. Unaffected by water.



**Perfect Surface!** Zedalon, with the Mary Proctor custom fit, stays snug, smooth, firm so ironing's easy. Won't lose its perfect surface—ever.

Now . . . The Perfect Ironing Surface For Steam or Dry Ironing Can Be Yours. It's an amazing development of Proctor Research . . . a cover that is as scorch resistant as asbestos type covers and far longer wearing than cotton or linen. Fits all standard size ironing tables. And it's yours at a price everyone can afford.

**Exclusive Custom Fit**—Only Proctor's Custom Cover gives you the exclusive custom fit features of dowel construction with Hold-Tite lacing that keeps cover snug, taut and smooth—always!

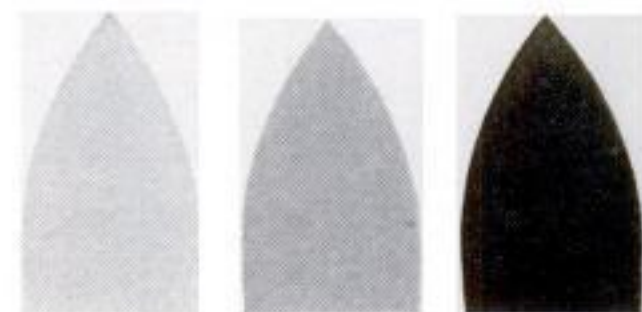
#### MONEY BACK GUARANTEE

If within 10 days of purchase you are not satisfied with your Proctor Pad and Cover return them for full refund. No questions asked.

Proctor Electric Company • 3rd Street and Hunting Park Avenue • Philadelphia 40, Pa.

## TESTS PROVE ZEDALON BEST

ZEDALON-ASBESTOS TYPE-COTTON



1. SCORCH TESTS of 3 Fabrics Prove Zedalon Best For Scorch Resistance



2. WEAR TESTS Prove Zedalon Best. Outwears others up to 5 to 1



3. STEAM and DRY IRONING TESTS Prove Zedalon Perfect Ironing Surface

Independent laboratory tests prove Zedalon superiority.

### YOURS FREE JUST FOR COMING IN!

"101 Helpful Hints For Easy Ironing." It's new! Different! Nothing else like it! Shows you how to iron with 1/2 the effort in 1/2 the time . . . how to take the drudgery out of ironing . . . how to iron sitting down so you can take it easy, as doctors advise.

Simply call Western Union, Operator 25, and ask for the name of your nearest Proctor dealer.



Windsor models available at slightly higher prices.

# PROCTOR

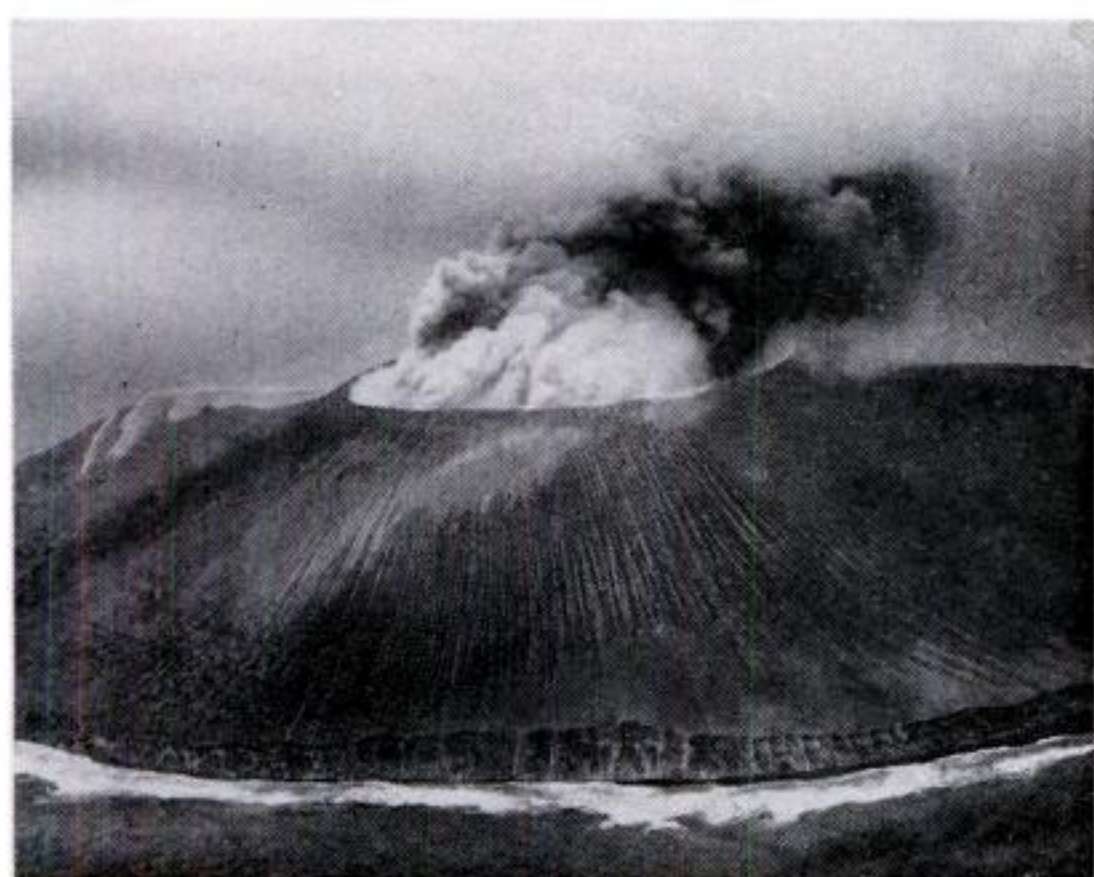
THE APPLIANCE NAME YOU CAN TRUST



# LIFE ON THE NEWSFRONTS OF THE WORLD

**A new volcano is born, 'beizbol' is lambasted  
and Yalamulankastidanamutsa is a fake Indian**

Every 20 minutes the world's newest volcano is erupting great clouds of gas and smoke on uninhabited San Benedicto Island, 1,000 miles south of San Diego. Having grown 1,050 feet higher in only six weeks, the volcano has not only changed the shape of the island but has spewed out enough ashes to bury the place several feet under. The first oceanic eruption east of Hawaii in historic times, it is of "prime scientific importance" since it points to the possibility of a major rift in the earth's crust.



CLOUDS OF SMOKE AND GAS BOIL FROM NEW CRATER

\* \* \*

## Russia outswaps China

Two years ago in a treaty with Red China, Russia promised to withdraw its troops by the end of 1952 from the Manchurian naval base of Port Arthur. Last week Russia reneged. Although the vital Manchurian railway is being returned to China, Russia will keep Port Arthur, and the railway will obviously supply both Port Arthur and the Siberian base at Vladivostok. Since no mention was made of payment or loans to China, it looked as though Russia came out way ahead. Chinese Premier Chou En-lai dug up a face-saving excuse: Russia could protect China from "a reiteration of Japanese aggression." In New York, Jacob Malik backed up Chou En-lai. Exercising the 52nd Russian veto, he blocked Japan's admission to the U.N., denouncing "the American occupation" and Japan's growing "militarism."

\* \* \*

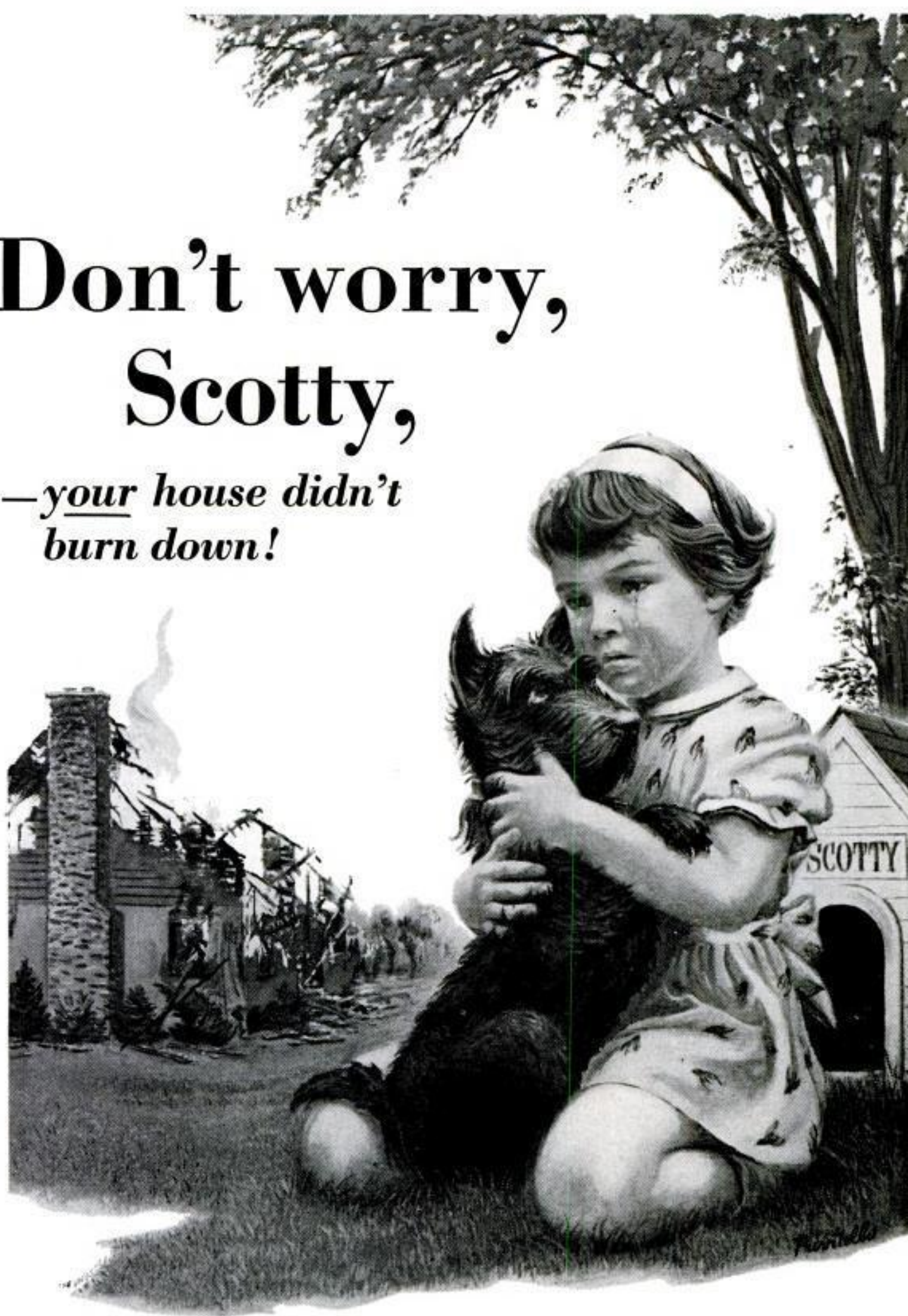
*After C. G. Winston of Richmond, Va. helped nab a man who was convicted of robbing several ice cream chain stores, the company promised his three sons all the ice cream cones they could eat for a year. Last week, with the year only two-thirds gone, the company computed the consumption and found that the ravenous young Winstons had eaten 2,197 cones, worth \$110—almost three times as much as the robber had taken.*

## Business is bad in Western Europe

The U.N. Economics Commission issued a gloomy report on Western Europe. In spite of U.S. spending, employment and production either stagnated or declined in early 1952 in all western countries except France. Exports dropped off and imports from the U.S. and Canada rose, with the result that Europe's dollar shortage got worse instead of better. The commission sees no way of halting European inflation without stagnating production. The only bright spot in a dreary picture is that the free countries are pulling out of their coal and steel shortages.

CONTINUED ON NEXT PAGE

**Don't worry,  
Scotty,**  
*—your house didn't  
burn down!*



**S**COTTY'S house was just about the only thing that didn't go up in flames.

It was his owners who did the worrying. You see, that fire was going to cost them a lot more than it should have.

Too late, they realized they were under-insured.

How about *your* home? How long ago was it that you set a value on the house? And on what you have in it?

Even if that was only two or three years ago, you are running a big risk today. For values, even in that short time, have gone up a lot.

Don't remain under-insured. Phone your Hartford Fire Insurance Agent or your insurance broker. Have him bring your insurance into line with today's increased values. The cost is surprisingly small when you compare it with the greater protection you obtain.

Find out how much *you* are under-insured, *under-protected*, right now. Send for a *free* copy of a chart which compares average building costs, year by year.

Year in and year out you'll do well with the

**Hartford**



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut





Beautiful and shining as sunlight is this exquisite new "sunburst" design—charming little 17-jewel lady's watch. Dainty face set in a sculptured golden circle. \$55.00†.

Handsome, dependable—for him! This simple, sophisticated design gives great distinction. Clear, easy-to-read dial. 17 jewels. With golden expansion band, \$39.75†. Black suede strap, \$35†.

Now  
the skill of  
experienced hands  
creates...



*Superb new watches...*

*For him...for her...for always!*

Newest, smartest watches to mark time beautifully, accurately—in the great Seth Thomas\* tradition! Beneath the beauty of these superb watches, lies a matchless accuracy—built into each movement by the skilled hands of men wise in the ways of time. Write for free folder on other fine Seth Thomas watches: Dept. LI-S, Thomaston, Conn.

Jewel-carved—for her! Miniature modern rings hug the case of this exquisite timepiece. Raised crystal. Golden expansion bracelet. 17 jewels. \$39.75†.

Sculptured modern—for him—this important-looking 17-jewel watch. Golden points and handsome numerals. Simple, golden expansion band. \$52.50†.

*The Newest in fine watches  
by the Oldest name in time*  
Since 1813

**SETH  
THOMAS**  
*of Thomaston, Connecticut*

Fine clocks and watches

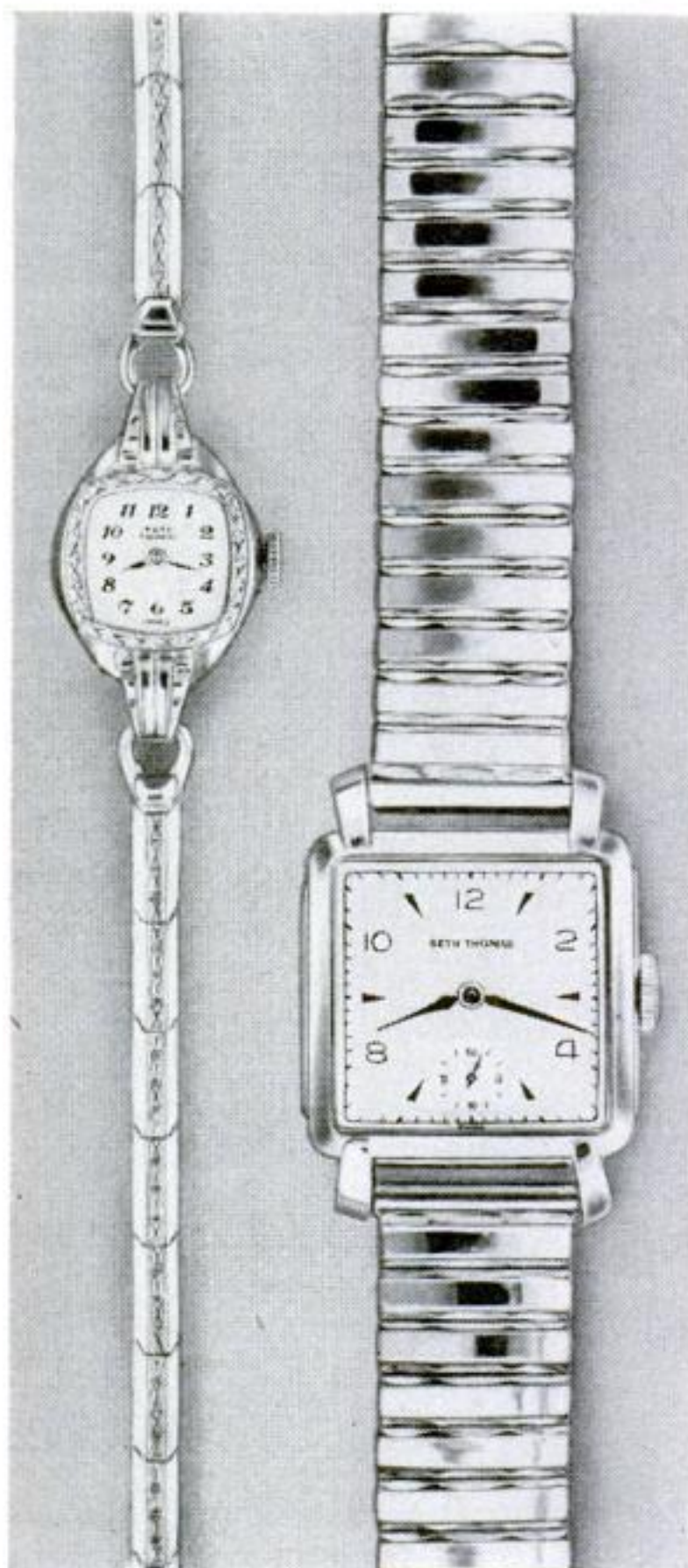
\*Reg. U. S. Pat. Off.



†Includes Federal tax.

Division of General Time Corp.

Prices subject to change without notice.



## NEWSFRONTS CONTINUED

His movie *Limelight* (LIFE, March 17) ready for release, Charlie Chaplin sailed from New York with his family on a six months' cruise. No sooner had he left than Attorney General James McGranery announced that he might not be allowed to return. Chaplin has been accused repeatedly of leftist tendencies, and the successful paternity suit brought against him by Joan Berry in 1944 might get him in trouble under the "moral turpitude" clause. The Immigration and Naturalization Service will go over his record and have an answer ready for him when he tries to come back.

### The great impersonation



INDIAN MAID AND MUTT

Near Fort Worth, Texas police picked up a young hitchhiker who said her name was Yalamulankastidanamutsa—Kim, for short. She said she was an albino Iroquois Indian from an island in the St. Regis River between the U.S. and Canada and she had come to Texas to work with horses. The puzzled police handed her and her dog to a deputy sheriff who handed them to the Salvation Army. Kim did tribal dances, slept on the floor and ate ham and eggs with her fingers, explaining that her usual diet was fish eyes and entrails. It was a great act while it lasted.

Going through her clothes the Salvation Army found a brassiere with a name tag. Yalamulankastidanamutsa was really Yvonne Hanks, an imaginative 16-year-old runaway from her Fitchburg, Mass. home.

\* \* \*

The Russian magazine *Smena* took some wild swings at the U.S. national pastime. "Beizbol," *Smena* said, frothing with indignation, is "a beastly battle, a bloody fight with mayhem and murder." *Smena* found proof of its charges in "LAIF" magazine in an article by the great "Tai Kopb," who admitted that his body was covered with baseball scars (LAIF, March 17 and 24). The N.Y. Daily News, noting that the Communist Daily Worker went right on printing news about the pennant races, suggested to Stalin that the Worker's editors ought to be purged.

### Hysterics on the gridiron

The autumnal madness got off to an early start this year at a football game between Natchez and Neville High Schools in Natchez, Miss. During an exciting first half, some 150 girls from the Neville Pep Squad fainted one after another, littering the field and stirring up a rash of stretchers, ambulances and distraught cops. The high school principal blamed it all on the heat and food poisoning, but doctors thought it was a combination of the heat and mass hysteria. On top of everything else, Neville lost 21-8.



FOOTBALL FIELD IS STREWN WITH FAINTING FEMALES

\* \* \*

Five delegates from East Germany showed up in Bonn in West Germany last week with proposals for German unity. They were coldly informed that their kidnappings and concentration camps stood in the way. As they departed, an angry crowd yelled, "Murderers!" "Liars!" and "Pfui!"



# No, ma'am. NOT cut from a loaf!

Many's the time you've seen a grocer cut loaf-cheese in a slicing machine.

But that's not the way we cut Kraft DeLuxe Slices. We have a wonderful new invention that forms the sandwich-size slices right as the fine process cheese comes from the pasteurizers.

That's why every slice is perfect. (No slivers or broken

slices.) That's why they stay fresh so much longer and separate so easily. (Surfaces are never "roughed up" by the blade of a knife.)

And that same invention is responsible for the extra-good flavor of Kraft DeLuxe Slices. We honestly feel this is the finest pasteurized process cheese you can buy.

Won't you try these new, better slices that are never handled in the store, but sealed air-tight within minutes after the process cheese is pasteurized? We make five delicious Kraft varieties, each one plainly labeled DeLuxe Slices.

KRAFT FOODS COMPANY

Makers or importers of the world's favorite cheeses





# A World-Famous Family.



Specifications and trim subject to change. \*Optional equipment and white sidewall tires, extra.

COMING SOON . . . *The Aero-Eagle*, a new sleek and beautiful "hard-top" powered by the *Hurricane 6 Engine* . . . a masterpiece of modern automotive design.



*The Aero-Wing* . . . 61-inch-wide seating . . . soft "airborne" ride . . . sensational mileage with *Hurricane 6 Engine* and overdrive\*.



*The Aero-Lark* . . . America's most modern car at its low price . . . powered by the economical 6-cylinder *Lightning Engine*.



*Willys DeLuxe Station Wagon* . . . top favorite of dual-purpose cars . . . with choice of the *Hurricane 6* or *Hurricane 4 Engines*.



*The Aero-Ace* . . . luxurious interior . . . car-wide wrap-around rear window . . . thrilling performance with its *Hurricane 6 Engine*.

# WILLYS — A WORLD-FAMOUS



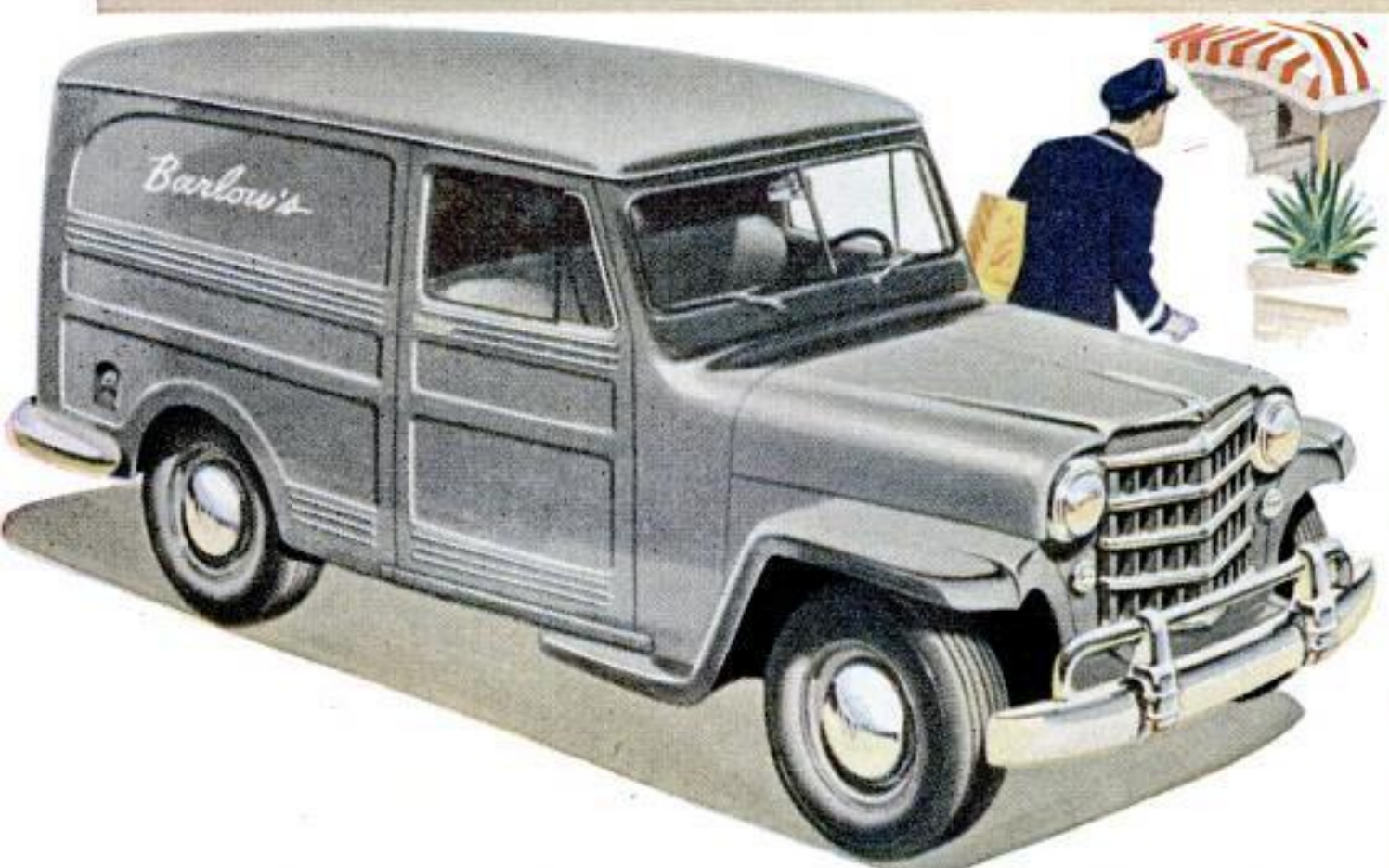
# *Each a Leader in its Field*



*4-Wheel-Drive Willys Station Wagon . . . only passenger car with all-wheel drive . . . for travel on or off the road in all weather.*



*4-Wheel-Drive Willys Truck . . . the "go-anywhere" truck that gets through mud and snow when ordinary trucks cannot.*



*Willys Sedan Delivery . . . with the popular and economical Hurricane 4 Engine for low-cost delivery. Available with 2 or 4 wheel drive.*



*Universal Jeep . . . 4 wheel drive, all-purpose workhorse for farm and industry . . . world-famed for ruggedness, versatility.*

In Venezuela and Vermont . . . Iran and Indiana . . . Ceylon and California . . . throughout the world, Willys cars and utility vehicles are renowned for modern functional design, for dependable quality and low-cost operation. The varied vehicles pictured here—each outstanding in its field—are a proud climax of our first half-century of pioneering in better transportation for work and pleasure.



*Military Jeep . . . new, improved model with Hurricane 4 Engine . . . built by Willys for the armed services.*

**NAME IN AUTOMOBILES SINCE 1903**







*Deliciously yours!*

*P.S. Hunt-for the best. See your grocer's ads  
and look in his store for the low price!*

Copyright 1952, Hunt Foods, Inc., Fullerton, Calif.





# GRAND UNION CHECKS OUT

Saratoga Springs' famous hotel comes to its end in an auction

For a city of 15,400 Saratoga Springs, N.Y. has given the world a great deal. Its bequests include the Saratoga (or potato) chip, the capacious, convex-lidded Saratoga trunk, the healing waters of its famous springs, the country's oldest horse race meeting, and—for some of the brightest decades of the late 19th Century—the world's largest hotel, the Grand Union. Last week the end came for the huge hotel.

A crowd of 1,000 tramped the Grand Union's tiled lobby, its dark corridors and its



WHEN THE ALBANY TRAIN CAME IN, THE GRAND UNION'S IRON-PILLARED LOBBY USED TO BE BUSY

walnut-balustraded stairs on the heels of an auctioneer who was selling off the contents of its 85-foot ballroom (*next page*), the dining room that could sumptuously feed 1,000 at a sitting and the handsome bedrooms that numbered a once breath-taking 874. When the last of the china, furniture and 12 acres of carpeting has been sold, the six-story brown-trimmed, yellow structure will be torn down. Some of the richest associations in U.S. history will crumble with the 88-year-old bricks.

For the Grand Union once was not only the

world's biggest but its most lavish hotel. During the August season it was a silken rustle of chic ladies, a hearty poker-chip clicking of uninhibited 19th Century millionaires. DeWolf Hopper and John Drew played Shakespeare in its garden; Victor Herbert conducted his 54-piece orchestra there (once a year briefly handing over the baton to the proprietor's son, a then unbearded Fauntleroy now known as Actor Monty Woolley). Next year it will be replaced by a store operated, almost too appropriately, by the Grand Union grocery chain.

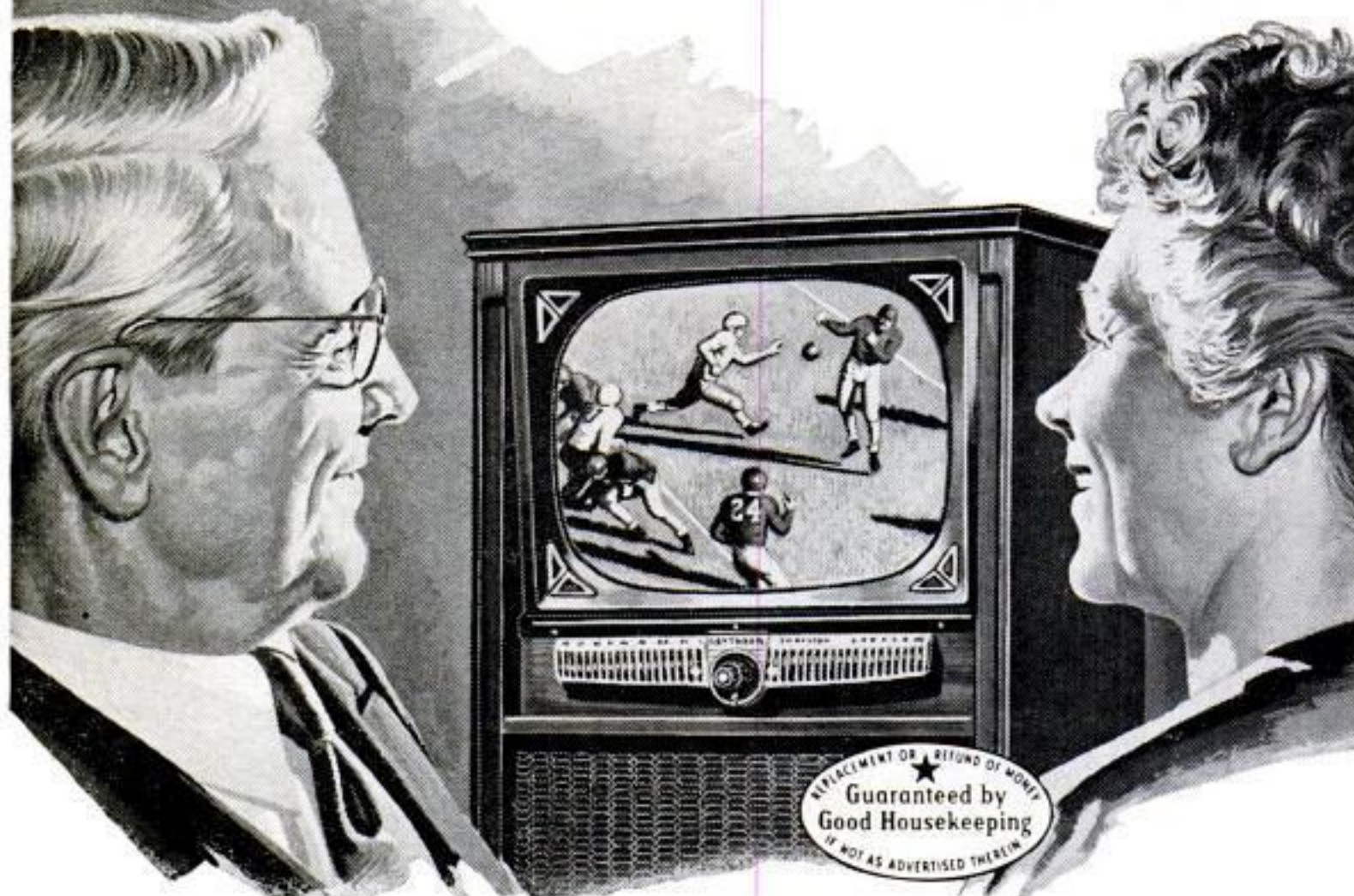


**THE LOBBY TODAY** is an empty, echoing cavern, here peopled at day's end by some of the auction customers paying for their purchases at the desk. Most

of the customers were antique dealers, but they also included some nostalgic curiosity-seekers and Harry Foster (*right*), who was once bell captain at the hotel.



# Live more than 50 miles from a TV station?



## Another reason why your best buy is **RAYTHEON TV!**

### NEW TUNER REMOVES TV "SNOW"

In hard-to-reach TV areas, the "tuner" circuit of your set holds the key to good pictures. That's why Raytheon's whisper-sensitive VU-matic® tuner was engineered to boost even weakest signals about 2½ million times. Why it extends good-picture range far beyond the limit of sets with conventional tuners. Just one more reason why Raytheon is unbeatable at any distance!

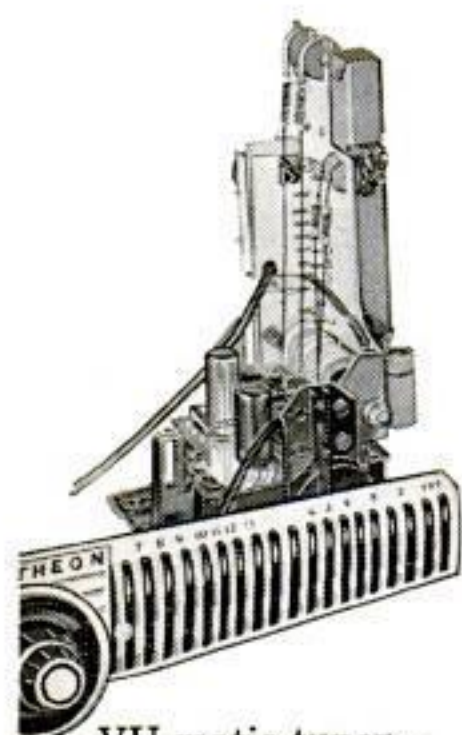
### GUARANTEED ALL-CHANNEL VHF-UHF TUNING

Exclusive Raytheon VU-matic tuner brings in all 12 VHF channels and all 70 UHF channels within range. No costly strips or bulky converters necessary.

Dollar for dollar, here's the TV buy. Talk it over with a Raytheon dealer.

The 21" Madrid (shown above)—Equipped with VU-matic tuner, AM radio, provision for phonograph and earphones. Styled in mahogany veneers.

Raytheon TV from \$199.95 to \$750, including federal tax and one-year warranty. Prices and specifications subject to change without notice.



VU-matic tuner—  
key to better pictures.

Built  
FOR TODAY...

**RAYTHEON**

Designed  
FOR TOMORROW



**RIGHT FOR SIGHT**—Raytheon picture tubes pass rigid quality tests—including 100% inspection of every part. Another reason why leading TV set makers and dealers prefer Raytheon tubes that are always "Right—for Sound and Sight."



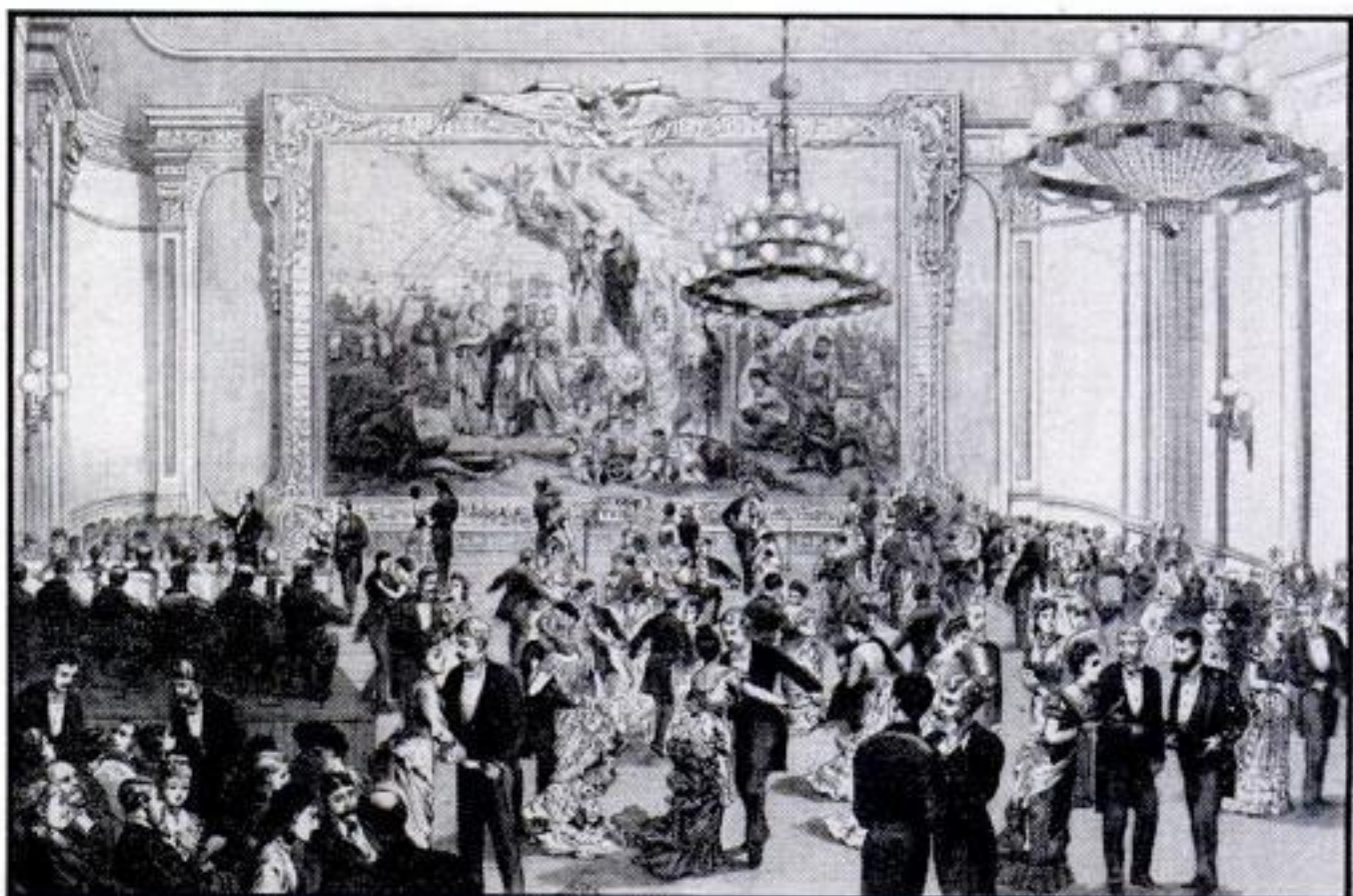
**WAKES YOU WITH MUSIC!**—Here's the Raytheon Clock Radio, smartly styled in mahogany, white, or Chinese red. Combines AM radio, accurate alarm clock, plug for electrical connections and delayed action switch. AC. \$37.95

**RAYTHEON TELEVISION AND RADIO CORPORATION**  
5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

Grand Union CONTINUED



**A MILE OF PORCHES** lined the facades of the hotel (top picture) after enlargement in 1871 by new owner A. T. Stewart, who spent \$1 million on it. In recent years (bottom) hotel was never full, even at the brief season's height.



**HUGE PAINTING** 19½ by 31 feet depicting "The Genius of America" by Ad Yvon dominated the ballroom in 1876 (top), still does (bottom). Originally intended for Stewart's house, it proved too big. Asking price last week: \$125,000.

CONTINUED ON PAGE 46



ANOTHER IN THE FAMOUS SERIES OF *Milliken* MAGIC FABRICS

# The news this fall is lightweight warmth!



Miraculous *MILIUM*<sup>®</sup> lining now  
keeps you warm in a coat far  
lighter than you formerly needed!  
Gives you winter warmth  
without winter weight!

**A revolution in clothing!** Never again need you "bundle up" for winter in heavy, bulky cold-weather wear. Revolutionary MILIUM metal-insulated lining now keeps you warm a luxurious *new way*... with a featherweight film of silvery insulation!

**Trimmer, lighter, bulk-free warmth!** MILIUM lining adds amazing extra warmth to your new fall coat, suit or jacket, yet not an extra ounce of weight. You step outdoors in the trim-fitting smartness and bulkless freedom of winter-wear *far lighter* than you needed with old-fashioned lining.

**New "All-Weather" comfort and economy!** The magic of MILIUM lining works *two* ways. It keeps you warmer in cold weather and *cooler* in the *hot sun*! You enjoy greater comfort in *all* seasons and *all* climates. And you get the new economy of "All-Weather" coats, suits and jackets that have a longer wearing season!

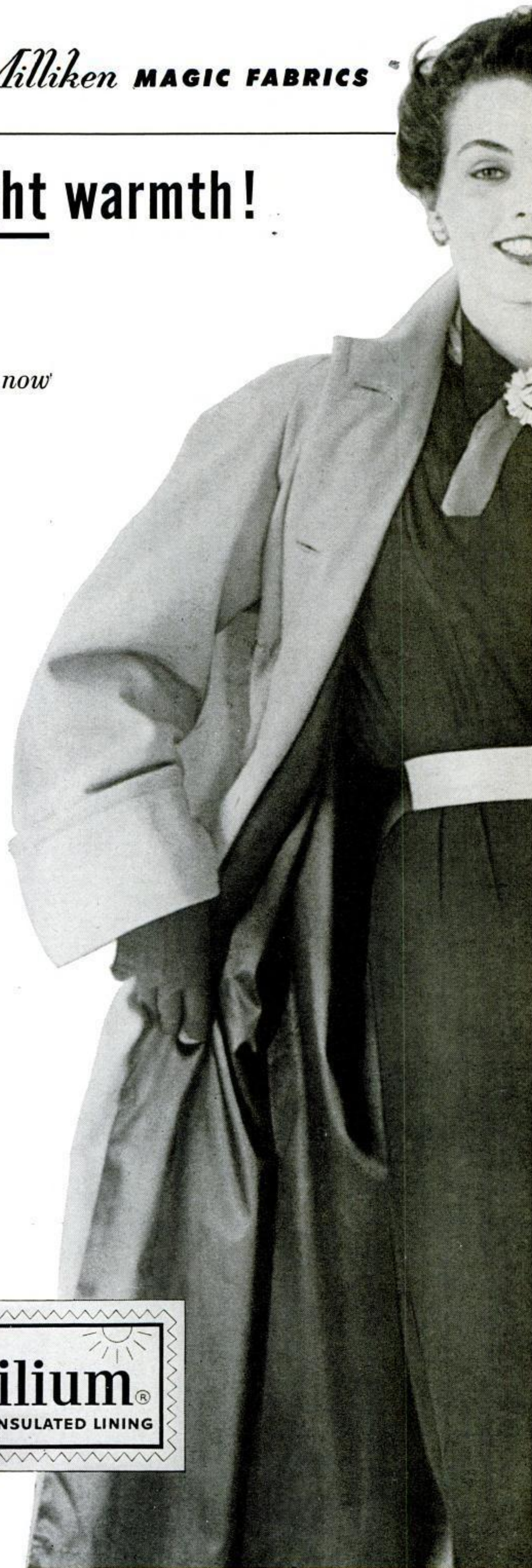
**Look for the Milium Label!** Not all garments give you this new luxury and value. So, before you buy ask to be shown the Milium label and hang tag that identify all apparel lined with Milium metal-insulated lining. Milium lining is now being featured by better stores near you in a wide variety of smart new coats, suits, jackets, rain-wear and sportswear for men, women and children.



**Warmer in cold weather**—because it keeps in warmth your body radiates!



**Cooler in the hot sun**—because it keeps out heat the sun radiates!



See your local newspapers on September 26th and 28th for advertisements of stores featuring apparel with MILIUM lining!

© "MILIUM" IS THE REGISTERED TRADE-MARK OF DEERING, MILLIKEN & COMPANY, INCORPORATED FOR ITS METAL-INSULATED FABRICS AND FOR ITS SERVICE OF METAL-INSULATING FABRICS.

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the perfect setting for you...

the new  
**Enchantment**

Brookwood\*  
Del Mar\*  
Plantation\*

70-piece service  
for 8, chest included  
only \$69.75

Designed for young homemakers—the perfect setting for gracious living! It's the radiant new *Enchantment*.<sup>\*</sup> A mirror-bright surface, richly carved detail, gracious balance give it a rare, rich quality. Like all 1881 (R) Rogers (R) patterns—the beautifully contemporary *Brookwood*, the sentimental *Plantation*, the modern *Del Mar*—the new *Enchantment* has an overlay of solid silver on most-used pieces. Your promise of a lifetime of shining service. And compared to any fine silver-plate, you get 18 more pieces for less money. All 1881 (R) Rogers (R) is made by Oneida Ltd., great name in fine silverware.

\*Trade Marks. © 1952, Oneida Ltd., Oneida, N. Y.

**1881 ROGERS**  
SILVERPLATE BY ONEIDA LTD. SILVERSMITHS

## Grand Union CONTINUED



**HEAVILY-PRISMED CHANDELIERS** in another ballroom which had cost \$20,000 in 1902 are inspected by sightseers. One chandelier went for \$1,500.



**DEEP COMFORT** of mattresses on Grand Union's huge walnut bedsteads is tested by young auction goers. The average bed with bedding sold for \$30.

CONTINUED ON PAGE 49



# You'll love it... you'll live in it

A beautiful new version of the fabulous "Chateau," worn and loved by more than 2,350,000 women

Get ready for a wondrous surprise! For when you slip this graceful, flattering sandal on... something almost miraculous happens! It positively cuddles up to your foot. It fits as smoothly and gently as a glove. Its soft, flexible *platform* cushions every step. Its

medium heel is heaven for walking. Everything about it feels—*wonderful!* It's something you can't *believe*, until the "New Chateau" is on *your* foot. So try it on, right away. If you hurry, your local retailer will have your exact size in many smart fall colors.

\$ **11** 95

NOW AT A NEW LOW PRICE



This week... see the "New Chateau" and the many other brilliant new styles featured at your Red Cross Shoe retailer's. America's unchallenged shoe value \$8<sup>95</sup> to \$12<sup>95</sup>

## Red Cross Shoes

FEATURED IN CANADA AS GOLD CROSS SHOES



The United States Shoe Corporation, Cincinnati 7, Ohio. Red Cross shoes are manufactured and distributed as Gold Cross Shoes in Canada by B & L Shoe, Ltd., in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.), Pty. Ltd., in South Africa by Eddels (S.A.), Ltd., in New Zealand by Duckworth, Turner and Co., Ltd.

This product has no connection whatever with The American National Red Cross

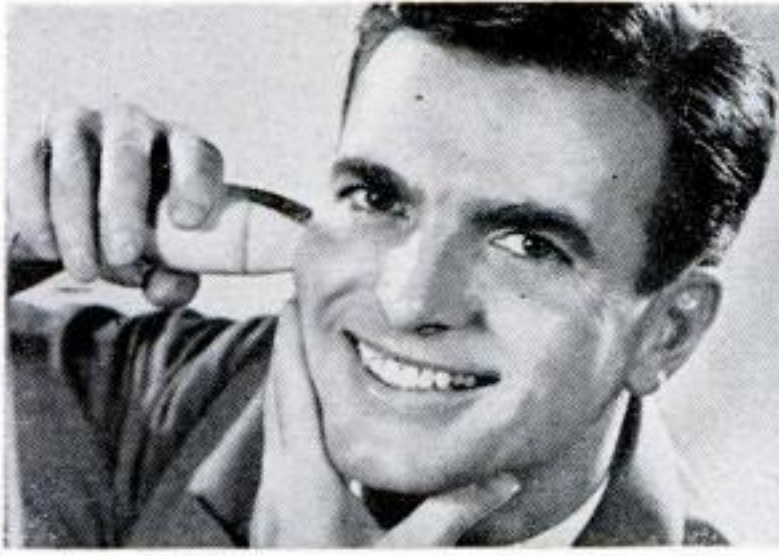


A vintage advertisement for Niblets Sweet Corn. The central figure is the Green Giant, a muscular man with green skin, wearing a white shirt and a dark bow tie, with a laurel wreath on his head. He is smiling and holding a large white banner that reads "NEW PACK!" in bold, orange, sans-serif capital letters. He is standing in a doorway, with his legs spread wide. To his left, a small, ornate, gold-colored mirror sits on a decorative surface. To his right, a large pile of Niblets Sweet Corn cans is visible, with one can in the foreground showing the product. The can is white with a green label that reads "Niblets" in large green letters, followed by "VACUUM PACKED" and "FRESH CORN OFF THE COB" in smaller black letters. The can also features a small illustration of the Green Giant holding a corn cob. The background is a plain, light-colored wall.

# Niblets BRAND SWEET Corn

Green Giant Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario  
"Niblets" Brand Reg. U. S. Pat. Off. © GGC.





Happy shaving! Thousands of Letric Shave users are already getting faster, finer shaves. Try it yourself and see why they smile!

## In Hot Weather get top-notch performance from your electric shaver

Prove it to yourself! Just apply cool, refreshing Letric Shave to your face—then plug in your razor and shave!

To get top-notch performance, prepare your face with this remarkable 3-way "setting-up" action of Letric Shave.

1. It dries off sticky perspiration that clogs and slows your shaver.
2. It lubricates the skin for faster, more comfortable shaving.
3. It softens your beard for closer, better-looking shaves.



**FREE!** Use Letric Shave with any make of shaver. We'll send you a generous sample bottle—enough for a full month of shaving—*absolutely free*. Send name and address to: The J. B. Williams Company, Dept. LL-4, Glensbury, Connecticut.



get a  
**looking-glass shine**

# FAST

lanolize<sup>®</sup>  
your shoes with  
**ESQUIRE**  
BOOT POLISH



PRODUCT OF JENMARK MFG. CO., INC. contains lanolin  
**WATCH THE KATE SMITH HOUR—NBC-TV**



**AFTER THE RACES** top-hatted sports of the '70s tot up their winnings on the Grand Union's porch.

## IT BEGAN WITH AN 1802 GAMBLE

In 1802 a New England stalwart named Gideon Putnam gambled on building a tavern in the near-wilderness of what later became Saratoga Springs. Gambling and the town's progress thereafter were inextricably mingled. Putnam's Tavern paid off and grew into its more imposing name of Grand Union when a brick addition was made to it in 1864. The original structure was completely engulfed by the even bigger addition made in 1871. The town similarly prospered as a place where the wealthy alleviated their gout by "taking the waters" and their boredom by gambling. Figuring scratch sheets in the morning and profits or losses in the late afternoon became part of a visitor's routine (above). For evening gaming a host of noted gamblers, from Dick Canfield to Arnold Rothstein, obligingly opened lush, high-stake gambling emporiums. But with the restlessness induced by the coming of the automobile, with growing opposition to wide-open gambling and the temporary exhaustion of Saratoga's springs, now restored by the state, twilight fell on the resort's greatest days and on its greatest hotel.



**AFTER THE AUCTION** a Schenectady couple removes, for easier handling, the mirror from marble-topped bureau, on which they were high (\$10) bidders.



**SORRY, BUT WE HAVE A  
PREVIOUS ENGAGEMENT!**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



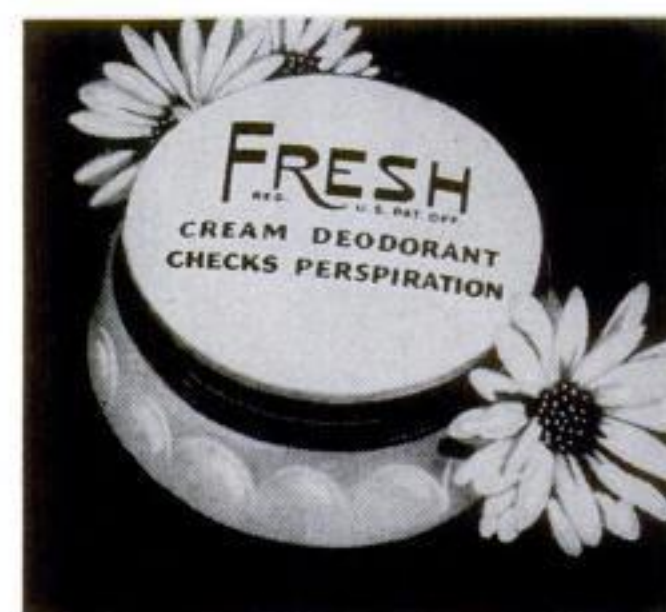


Crinolines billow out her crisp, white dance dress. FRESH keeps her lovely to love...always!

## YOU CAN BE LOVELY TO LOVE *Always and Always*

How wonderful to be his love... keep his love, always and always. And for this moment... you'll want to be *sure* you won't offend. That's why so many smart girls use FRESH Cream Deodorant.

For when you use FRESH daily, you get both continuous protection and added protection in moments of emotion and exertion. Because the amazing "moisture-control" formula in FRESH gives you that added protection you need in perspiration emergencies. No other deodorant has ever made you this promise!



Also manufactured and distributed in Canada.

Enjoy a new kind of cleanliness... bathe daily with mild, fragrant FRESH Deodorant Bath Soap, containing miracle odor-preventing Hexachlorophene to keep you "bath fresh" from head-to-toe all day!





**HISTORICAL LAUTREC** suffered boyhood accident which dwarfed him.

# The Shrinking of José Ferrer



FERRER LET BEARD GROW, THICKENED HIS LIPS TO ACHIEVE STRIKING RESEMBLANCE TO THE ARTIST

## ACTOR IS SHORTENED 15 INCHES TO PLAY STUNTED FRENCH PAINTER

When José Ferrer was picked to play the famous French painter Henri de Toulouse-Lautrec (*LIFE*, May 15, 1950) in the forthcoming movie, *Moulin Rouge*, it was easy enough to outfit him with beard and bowler and checked suit and produce a striking resemblance to the original character. What brought real trouble was the mainspring of the film's action: the fact that Lautrec was a dwarf. For distant shots it was possible to use a genuine midget as a double. For close-ups Ferrer's face was enough. But for much of the film the camera has to focus on Lautrec standing or walking, painfully conscious of his height. Ferrer is 5 feet 11 inches tall.

To get Ferrer's 5 feet 11 inches down to the movie Lautrec's 4 feet 8

inches, the actor himself devised the most punishing movie makeup device since Lon Chaney's 40-pound straightjacket in *The Hunchback of Notre Dame*. Ferrer was fitted with an artificial pair of short legs strapped to his own. While his real feet poked out behind, where they could be hidden from the camera, he hobbled around on the false ones. Strapped tight, the feet cramped Ferrer's legs terribly, put a theoretical limit of 15 minutes to any scene he could play in them. But the exigencies of Technicolor production often forced him to keep them on for two hours at a stretch. Relief of a sort was provided in scenes where Ferrer played Lautrec's normal-sized father and could stretch up to his usual height.



# THROAT ROUGH?

What a difference a week can make...  
when you switch to a *Kaywoodie Pipe*!



Jury of throat specialists confirm medical laboratory report:

**"Kaywoodies are the  
Throat-Easiest Smoke of all!"**

As far back as 1929, doctors knew that hot smoke is harmful...that irritating nicotine and tars increase as smoke temperature rises. Here are the *latest* facts, as revealed by painstaking laboratory research, and checked by throat specialists:

**Kaywoodie cuts down nicotine and tars**  
Smoke from cigarettes and cigars contains much more harmful nicotine and irritating tars than smoke from Kaywoodie Pipes. 300% and 400% more!

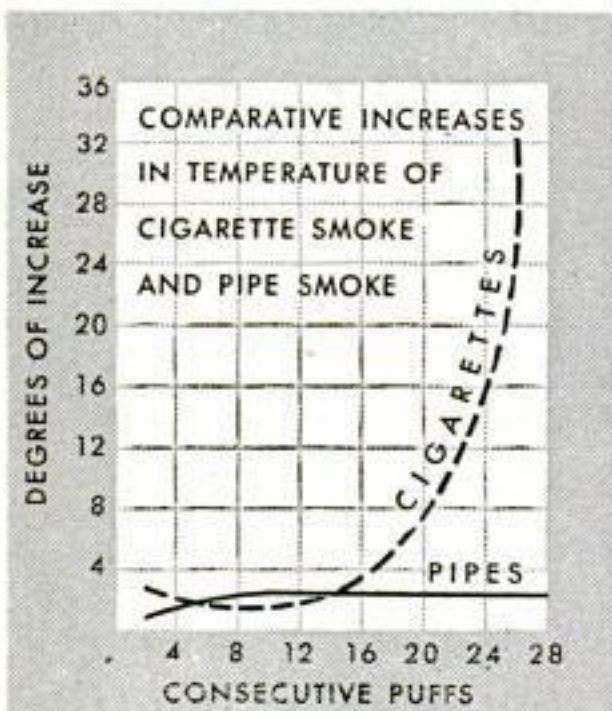
**Kaywoodie is the coolest-burning pipe**

Tests comparing Kaywoodies with 34 other pipe brands prove that Kaywoodie with its 3 exclusive Throat Guards gives the coolest smoke...containing far less tars, resins and carbon particles!

**Get the throat-easiest smoke!**

Convince yourself! Smoke a Kaywoodie. Notice how huskiness and rawness (and, in many cases, coughs due to smoking) disappear. Switch to a Kaywoodie today!

**PROOF: Kaywoodie burns cooler... REASON: 3 exclusive Throat Guards**



Solid line shows how Kaywoodie Pipe rises only one degree in temperature... dotted line shows how hot cigarette smoke gets. It rises 35 degrees during same length of time... reaching 115 degrees!

Wide-opening bit diffuses smoke... helps cool it down.



Drinkless device makes smoke cooler, traps tar-laden slugs.

World's best briar... heat-resistant, porous for cooler, sweeter smoking.



From \$4 to \$25 in wide variety of shapes

## KAYWOODIE



Look for the  
Kaywoodie cloverleaf



**FALSE FEET** are scuttle-shaped boots filled with cotton wool into which Ferrer fits his knees. Contraption is held firm by straps over his shoulders.



**FOUR FEET** extend in their separate directions as Ferrer waits to go before the cameras. He needed repeated massage to keep his legs from atrophying.



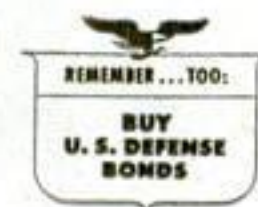
# There's No Substitute for Old Grand-Dad

YOU'LL never know how fine a bourbon can be until you try Old Grand-Dad—one of Kentucky's finest whiskies. It goes into new charred white oak casks a superior whiskey. There it ripens until completely matured. Then it is bottled in bond. Enjoy this superb whiskey's smoothness, mellowness and heart-warming flavor soon. Then you will know why there's no substitute for Old Grand-Dad—"Head of the Bourbon Family."

*The Old Grand-Dad Distillery Company, Frankfort, Kentucky*



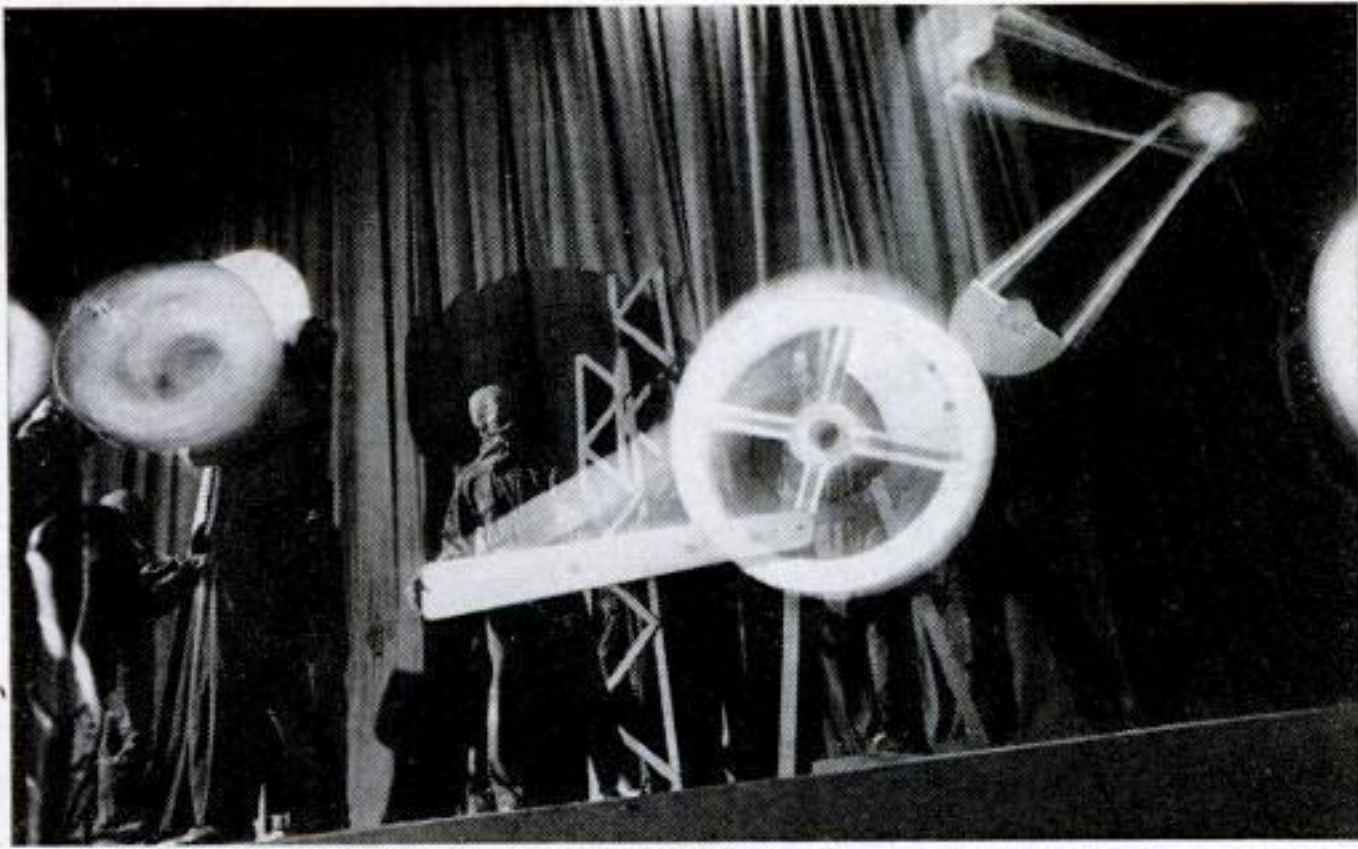
**OLD  
GRAND-DAD**  
*Head of the Bourbon Family*











**WHIRLING WHEELS**, twirled and turned by black-robed men, are coated with fluorescent lacquer, glow brightly under rays of invisible "black light."

## 'ADAM TO ATOM'

### Invisible men manipulate gadgets in science show

For the past few weeks Chicagoans have been flocking to their Museum of Science and Industry to see a spectacular engineering show called "Adam to Atom." Timed for a convention of civil engineers celebrating the 100th anniversary of their society, the show reviews engineering history from fire to fission, culminating in the colorful "black light" spectacle shown on the opposite page. To the accompaniment of clanging music huge green wheels, red atoms, an orange excavating bucket and a lightning bolt appear out of the darkness. Then wheels whirl, atoms bob and the lightning wiggles, manipulated by black-clad figures which the audience never sees. "This," say the program notes solemnly, "is the epic of Man the Maker—Man the Engineer!"



**MEN IN BLACK**, who move wheels and atoms, are invisible during show, when only "black light" is used. Photographic lights revealed them for picture.

← **ATOMS AND ENGINEERING SYMBOLS** appear over the orchestra at climax of the show. Black-garbed manipulators are on stage above orchestra.

# New! COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

## Now! The Full Benefits of a Chlorophyll\* Toothpaste in a New, Exclusive Colgate Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

### How Colgate Makes Chlorophyll Work For You!

Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (*water-soluble chlorophyllins*)—before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

### COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate-Palmolive-Peet Company, 105 Hudson Street, Jersey City 2, N. J.



\*Contains water-soluble chlorophyllins.

### Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste—especially right after eating—you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



### Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.

Tested And  
Guaranteed by **COLGATE!**



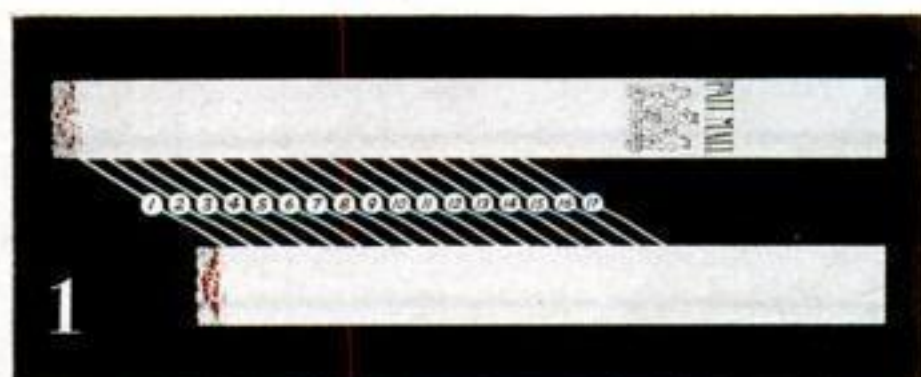
# Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

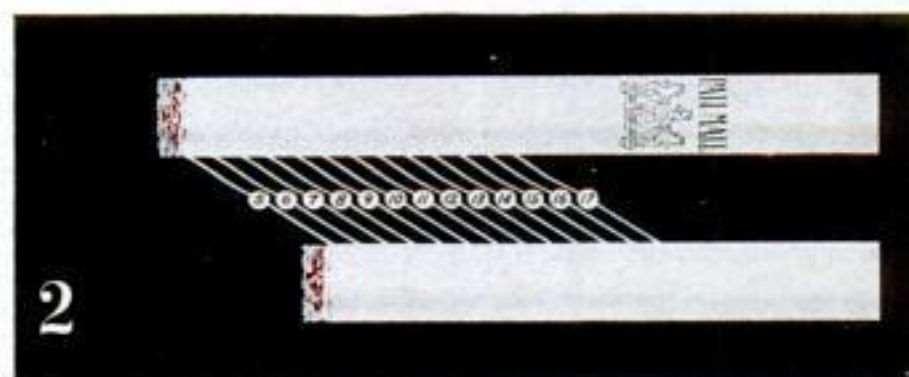


Wherever you go, notice how many people have changed to PALL MALL in the distinguished red package.  
**THE FINEST QUALITY MONEY CAN BUY.**

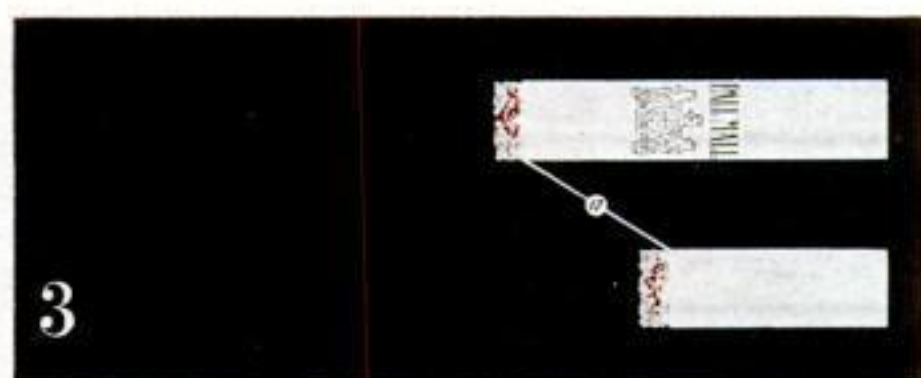
See how **PALL MALL's** greater length of fine tobaccos filters the smoke on the way to your throat



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobaccos is filtered further. Moreover, after 10 puffs of each cigarette...



...or 17 puffs, Pall Mall's greater length of fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

**Outstanding**  
...and they  
are ***mild!***

Copr. 1952, American Cigarette and Cigar Co., Inc.







**MINIATURE HOMES** shown by Edgar Rust were made to help Colorado builder sell houses (rear).

## MODEL BEFORE YOU BUILD

**A versatile kit makes it easy to experiment before house goes up**

Edgar Hoyt Rust, a retired engineer of Denver, Colo., is the impresario of a small-scale boom in small-scale houses. When his daughter Molly and her husband were baffled by the blueprints submitted for their new house, Mr. Rust decided that what they needed was a model. But when he tried to buy a building kit he discovered that they were too difficult for amateurs to handle and too expensive. So he set about making a model himself.

Neighbors and friends were so impressed with the cardboard model Mr. Rust devised that he was soon in business. Now, after a year of manufacturing models in his basement workshop, he can mail as many as 200 kits a

day, has had orders from every state in the U.S. and from places as distant as Hawaii and Israel. When the government last week removed curbs on housing credit and gave homebuilding prospects a boost, Mr. Rust anticipated an immediate jump in his model business.

The Hoyt Rust kit sells for \$4.95, includes cardboard walls, clips to hold together the walls, cutouts for 32 pieces of three-dimensional scale furniture, various sets of stairs, paper shutters, fireplaces, windows, doors, roofing and siding. Though the kit is basically for a one-story house or small two-story house, extra materials may be ordered for any sort of building, even a seven-story apartment house.



**CONSTRUCTION** begins by clipping floor plan to the top of cardboard kit that the model arrives in.





SEE HOW QUICK IT MIXES!

LOVE HOW GOOD IT TASTES!



Just add 2 heaping teaspoons of QUIK powder to your glass of cold milk—stir—drink. It's chocolate-rich, chocolate-good, chocolaty all the way down!

Delicious QUIK stays mixed too—it's always chocolaty, all through. Today—try QUIK for the chocolate drink that needs no fuss—no bother—no refrigeration. At your grocer's.

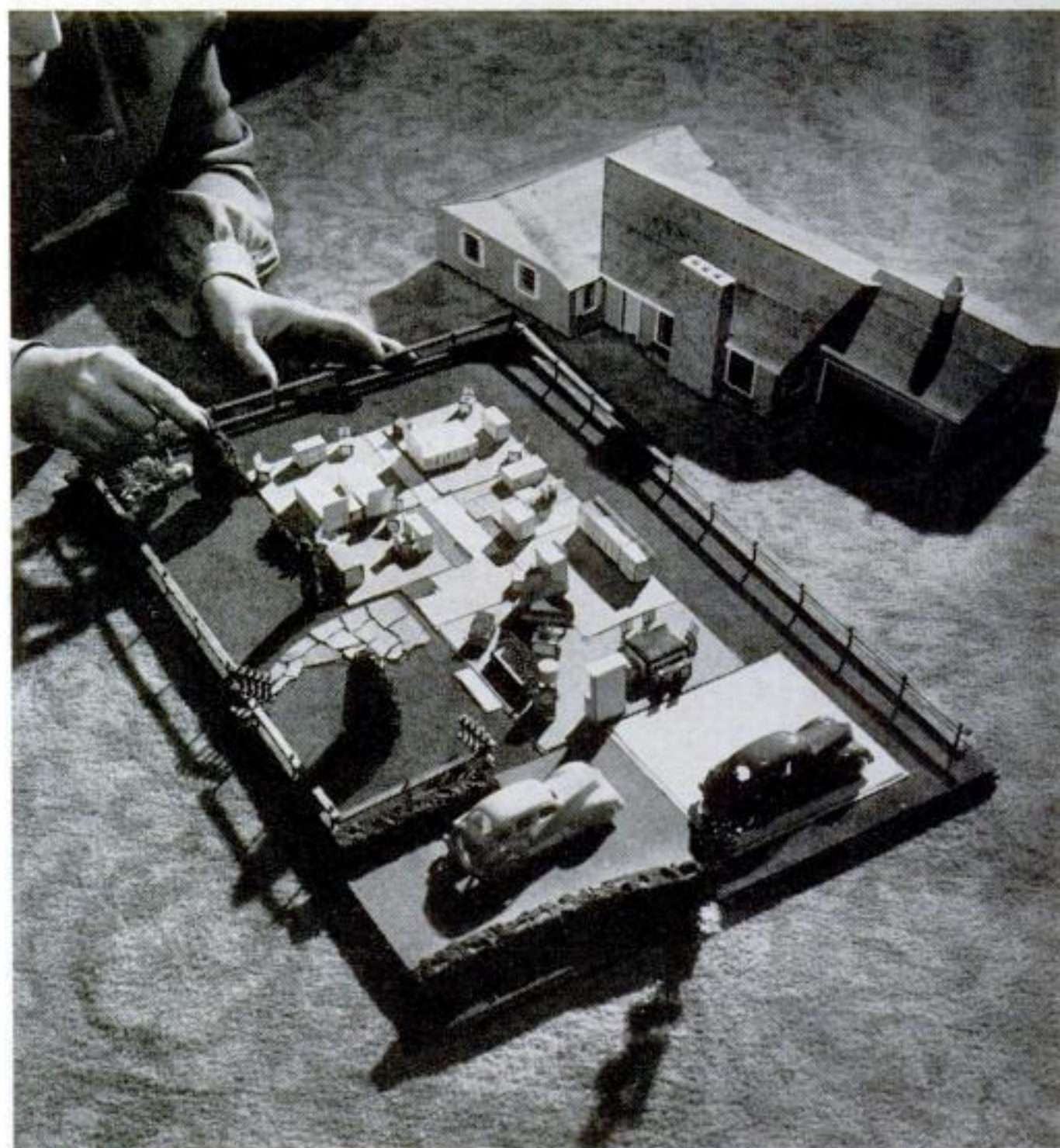


WITH THAT FAMOUS  
**NESTLÉ'S** CHOCOLATE FLAVOR

## Model CONTINUED



CLIPS HOLD WALLS of model together. Shapes and sizes of rooms may be easily changed. Razor blades, scissors, ruler, clip mounter are basic tools.



HOUSE FRAME LIFTS OFF so that rooms may be furnished. Landscaping materials do not come in kit, here consist of toothpicks, bits of sponge.



RUST BASEMENT is busy hive for model making. At work are Mrs. Rust (left), daughter Molly, Mr. Rust (center) and disabled veteran George Dutton.



# Color movies cost less than you think

You can match  
this gorgeous color movie  
—in seven full-length  
movie scenes—for under \$1

8mm. Kodachrome Film is so economical, less than \$1 makes a little color movie like you see here . . . finished and ready to show.



So crisp, so clear the day—it comes breathtakingly to life. Movies capture the very essence of an autumn afternoon.



Up and over—and on you go. But the movie camera doesn't miss a thing . . . catches *all* the fun . . . *all* the action.



No words to describe such beauty—yet color movies do it full justice. And with Kodak movie cameras, they're snapshot easy.



A day full of memories—golden memories of fire-bright foliage and crisp blue skies. And it's all there in home movies.



Old friends—and new friends, too—you're together again whenever you wish. Movies capture all the reality of life itself.



The apple of your eye—and that grin you know and love so well. Every endearing gesture . . . so true to life in home movies.



How you hated to see that day end—but it lived on—in movies so inexpensive over a million families enjoy them regularly.

It's every family's  
movie camera...the new

## Brownie Movie Camera for only \$43<sup>30</sup>

Loads and shoots as easily as your faithful "box Brownie." Gets crisp, clear movies with true Brownie ease. Film costs are low, too. You can make the movie you see here . . . in seven full-length movie scenes in full color . . . for under a dollar. A complete roll of 8mm. Kodachrome Film . . . costing only \$3.95 . . . makes 30 to 40 such scenes. (Only \$2.90 in black-and-white.) No additional finishing charges!

Eastman Kodak Company, Rochester 4, N.Y.

Brownie Movie Camera, 8mm. (left) with f/2.7 lens, \$43.30. Cine-Kodak Reliant Camera, 8mm. (right) \$82.30. Prefocused f/2.7 lens; slow-motion movies, too.



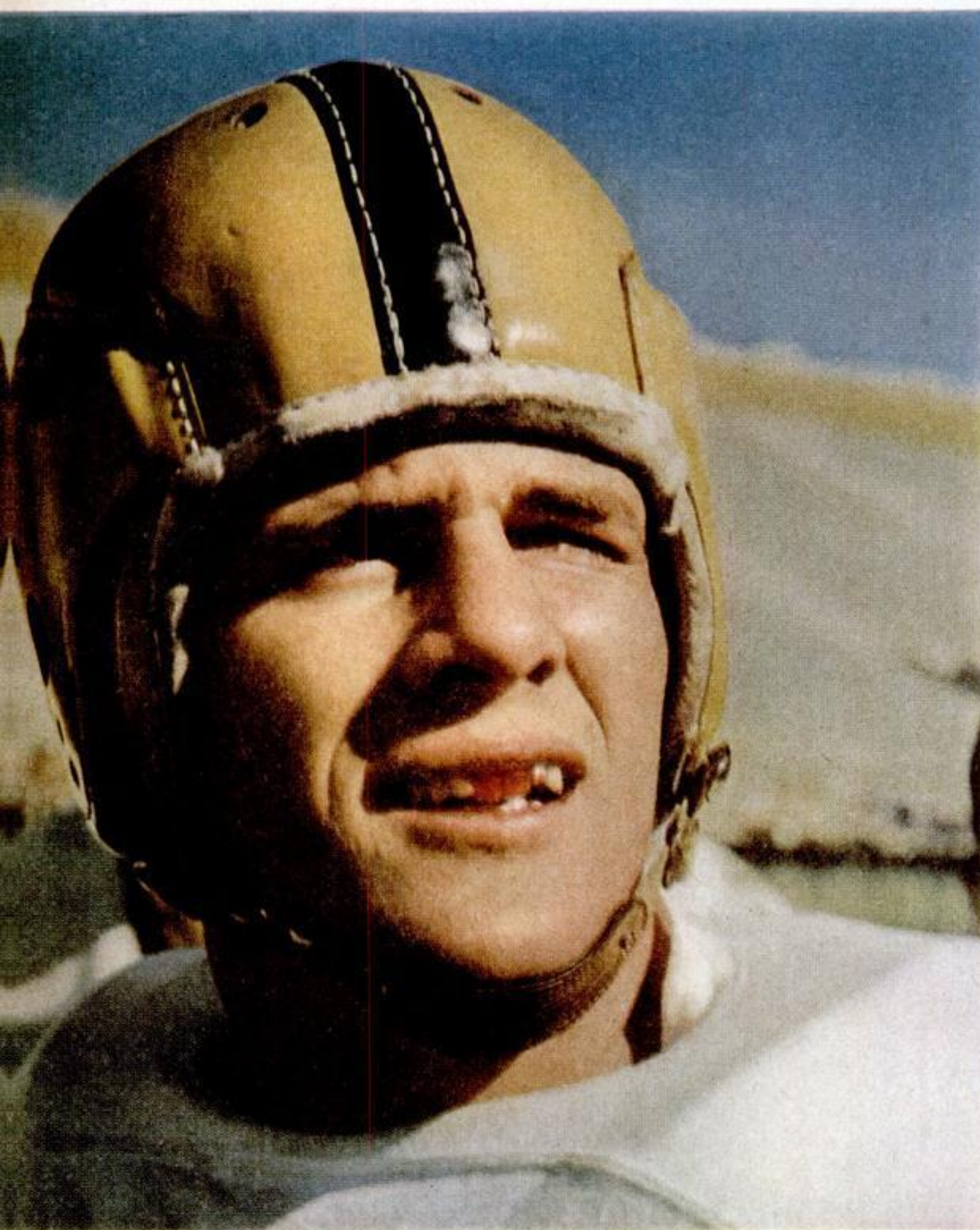
Prices include Federal Tax and are subject to change without notice.

**Kodak**  
TRADE-MARK

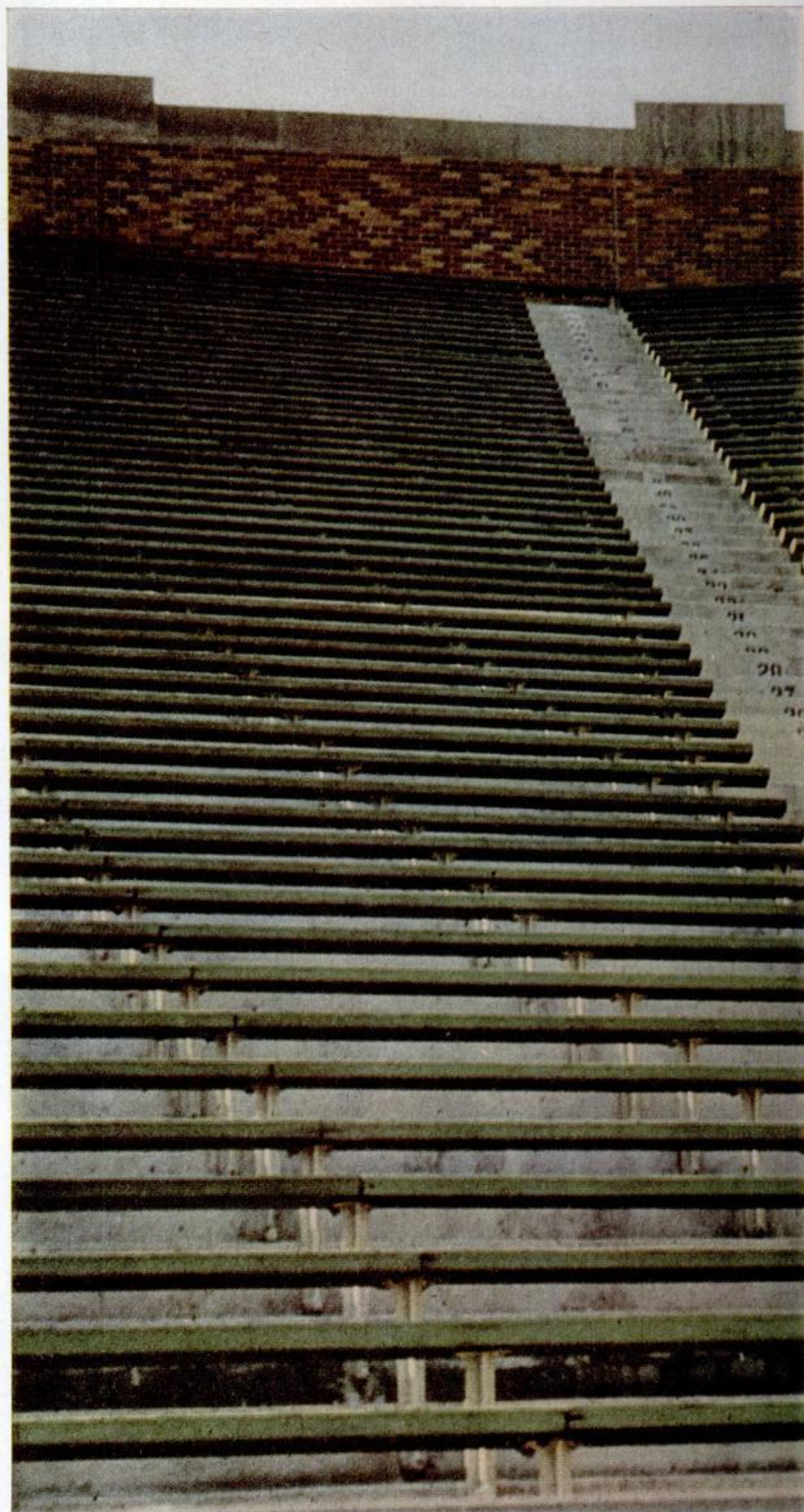




**GLOWERING GUARD** Virgil Bardash, 206-pound senior from Gary, Ind., played first string last year, is one of only 11 seniors on the young '52 squad.



**PROMISING PROSPECT** is 20-year-old sophomore Jack Lee, a guard whom Notre Dame coaches are grooming as one of key linemen of the defensive platoon.



**A GENTLE PRIEST** sits alone in cavernous emptiness of Notre Dame's football stadium at South Bend and watches team run through scrimmage. Although

## THE FIGHTING IRISH

As 1952 college football season gets under way,

On these Indian summer afternoons the look of Notre Dame is not to be found in the gentle faces of its priests (*above*) nor in the turning leaves in its spacious campus. Rather, it peers forth from beneath heavy helmets and, as these pictures indicate, it is apt to be both battered and pugnacious. From late August to Christmas, Notre Dame's intellectual purpose is higher education, but its emotional drive is centered in the athletic destruction of the rest of America's colleges. In the last two years this objective has faltered, but as the 1952 football season opens



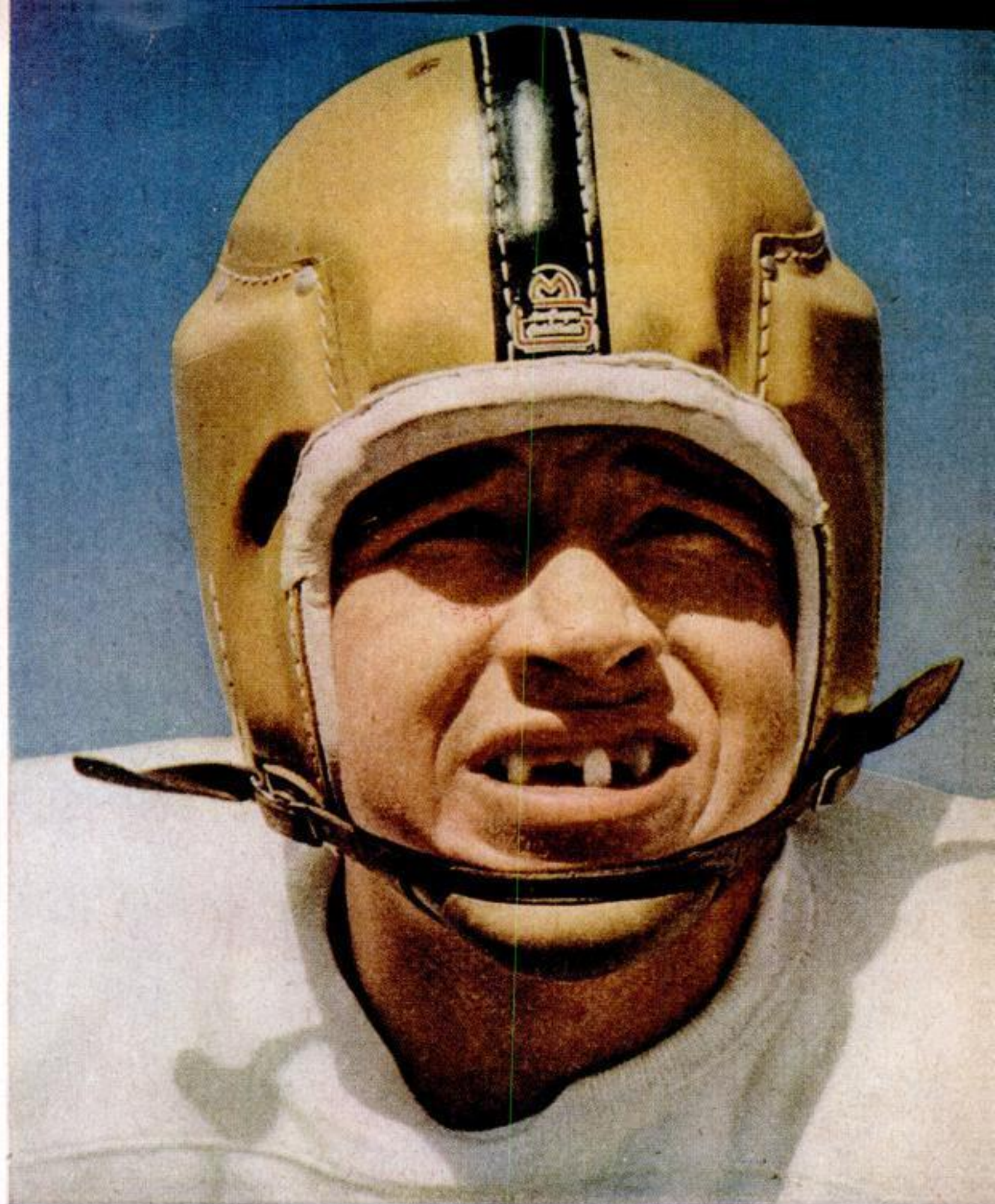


players are not required to be of Catholic faith, the squad usually attends Communion breakfast before games, and many members wear St. Christopher medals.

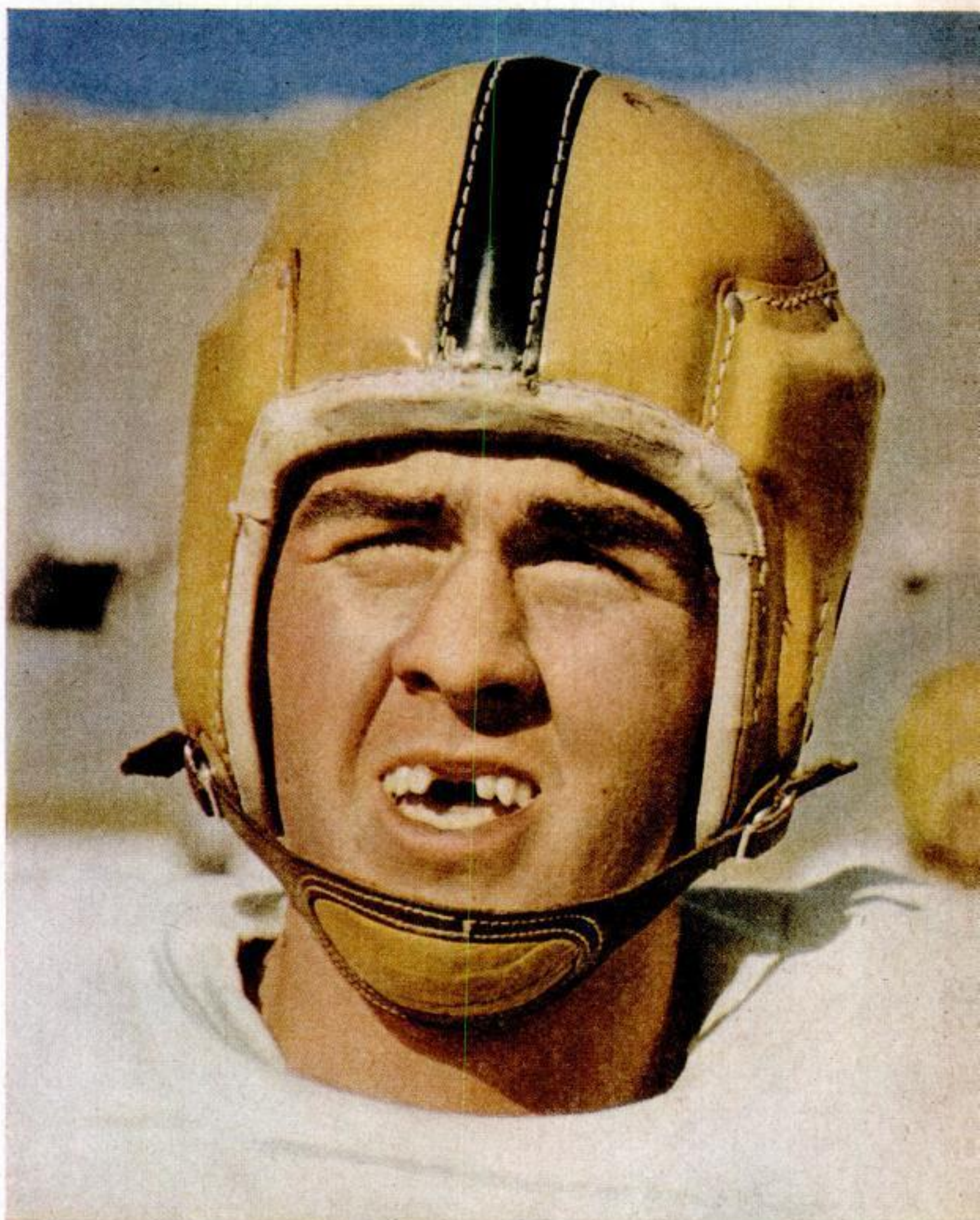
## LOOK TOUGH AGAIN

a revitalized Notre Dame may be team to beat

Notre Dame once again appears to be loaded. It is just as well because, as usual, the schedule is murderous. Starting off this week against Penn, Notre Dame will face the best of the nation's teams, including Texas and Oklahoma. But the outfit the Irish would most like to beat is highly regarded Michigan State, which last year handed them a humiliating 35-0 thrashing. The Irish do not forget or forgive thrashings, and this year—armed with a brilliant new quarterback (*next page*)—they may well turn the Nov. 15 battle at Lansing, Mich. into the football game of the year.



**BELLIGERENT BACK** Tom Carey is 19-year-old sophomore from Chicago. A smart signal caller, Carey is also a first-rate ball carrier and an excellent passer.



**SCRAPPY SOUTHPAW** Bob Martin, who would be first-string on most teams, may be kept on bench by quarterbacks Carey (*above*) and Guglielmi (*next page*).

CONTINUED ON NEXT PAGE





GUGLIELMI (CENTER) SPINS TO START T PLAY



WITH A STEP TO LEFT, HE FAKES TO HALFBACK



TURNING BACK, HE AWAITS RUSHING FULLBACK

## FANCY SOPHOMORE QUARTERBACK MAY PUT NOTRE DAME ON TOP

No matter how fierce the linemen or how fast the backs—and Notre Dame has plenty of both—a T formation team is never any better than its quarterback. He is the man who calls the shots, and the success or failure of the team depends on his efforts. He must be able to memorize hundreds of plays, fake effectively, pass accurately, kick adequately and run deceptively. No one knows his importance better than Frank Leahy,



PITCHOUT STARTS WHEN QUARTERBACK GUGLIELMI (WITH BALL) FAKES TOSS TO THE FULLBACK (LEFT)



GUGLIELMI LETS GO WITH A SHOVEL PASS



HANDOFF STARTS IN THE SAME WAY AS PITCHOUT PLAY ABOVE WITH GUGLIELMI SPINNING TO HIS LEFT



THIS TIME FULLBACK (48) CUTS IN CLOSER,





STEPPING TO RIGHT, HE HANDS OFF TO FULLBACK



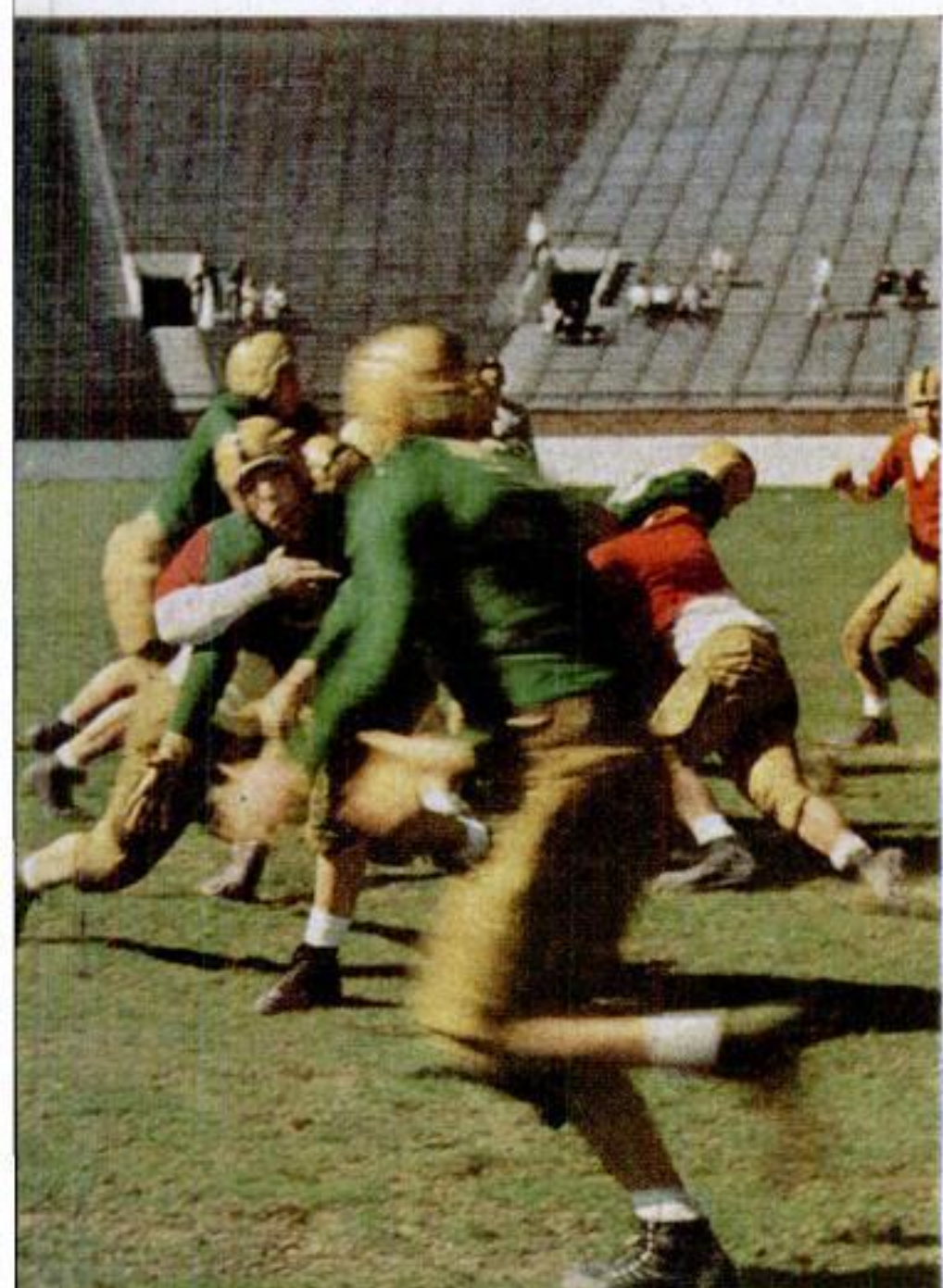
RUNNING HIGH, FULLBACK GATHERS IN THE BALL



EMPTY-HANDED, GUGLIELMI FAKES TO HALFBACK

Notre Dame's famous football coach, who has in the past decade produced such T quarterback greats as Johnny Lujack, George Ratterman, Angelo Bertelli and Bob Williams. This year Leahy is laying his plans around a 19-year-old, 6-foot sophomore named Ralph Guglielmi. A bench warmer for most of the '51 season, Guglielmi first showed his capabilities in Notre Dame's last game last year when he expertly engineered the

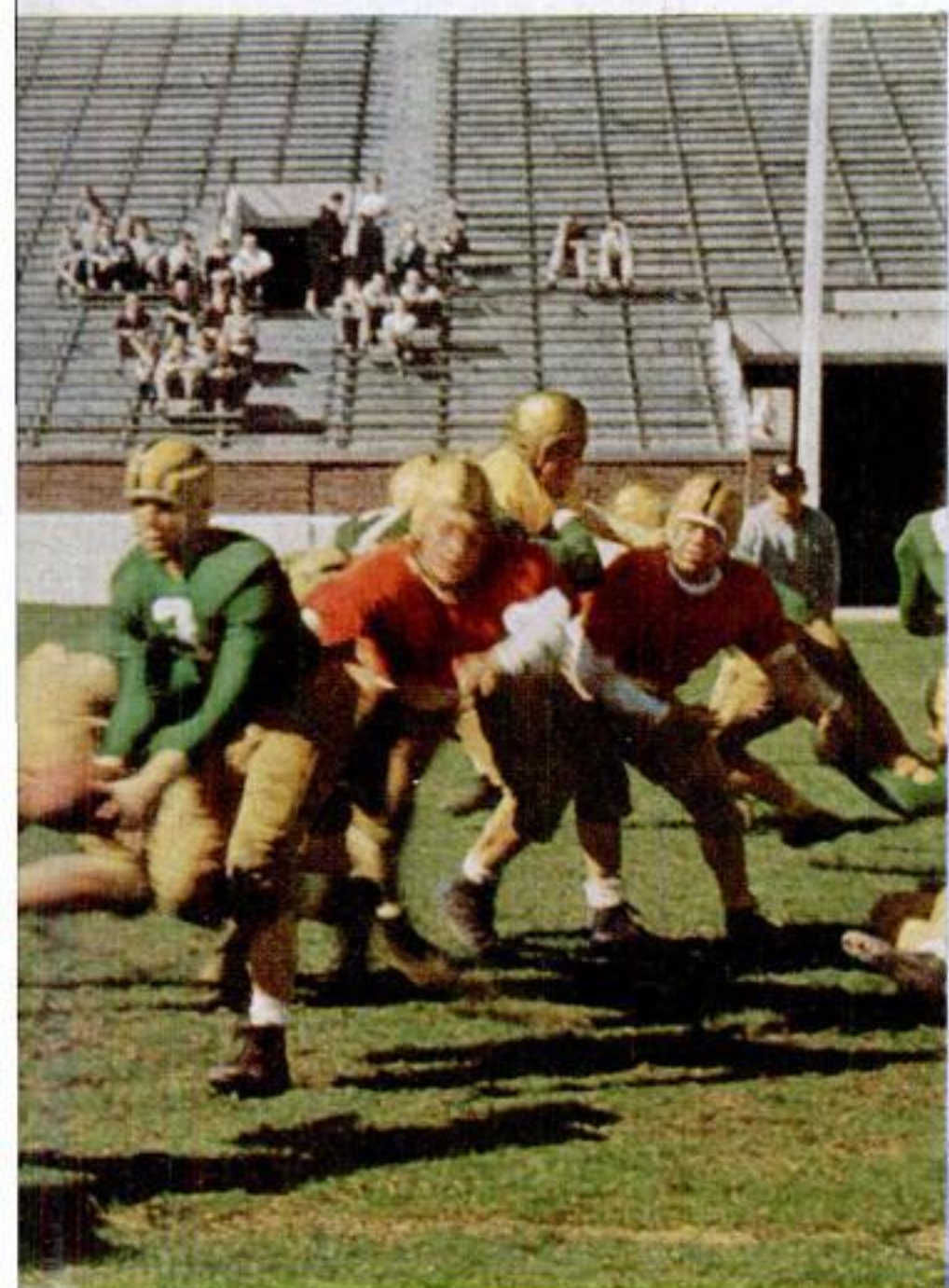
three touchdowns that beat Southern California 19-12. In the pictures on these pages, Guglielmi and an assortment of backfield combinations demonstrate Notre Dame's basic T-formation plays, at first without opposition (*top*) and then in the hubbub of scrimmage (*below*). Because he not only does these well, but seems a master of the trickier variations, South Bend fans already are talking excitedly about a new Notre Dame era.



FOR LATTNER, THE TEAM'S BEST RUNNER



HIT FROM BEHIND, GUGLIELMI WATCHES HALFBACK LATTNER GRAB LATERAL AND START ON WIDE END SWEEP



TAKES BALL ON HANDOFF FROM GUGLIELMI



DISREGARDING BALL CARRIER, GUGLIELMI FINISHES ASSIGNMENT BY FAKING TOSS TO HALFBACK (RIGHT)



# Every DAIRY FOOD DOLLAR



A woman in a red coat is pushing a shopping cart filled with various dairy products. The cart contains items like ice cream, butter, milk, and cheese. In the background, a man and a child are also shopping in the dairy aisle. Signs on the shelves include "ICE CREAM", "MILK IS BEST IN FOOD", "IT'S BETTER WITH BUTTER", and "SELF SERVICE".

How to go shopping  
down dairy food lane

FOR VARIETY—Swing this way for "idea" foods, country-fresh dairy products. Stir your imagination with hundreds of delightful meal ideas in your grocer's dairy food department. Fresh milk and cream . . . golden, incomparable butter . . . tempting, take-home ice cream. . . dozens of delectable cheeses! Versatile evaporated milk and dry milk solids, too—they make so many other foods taste better!

FOR VITALITY—It's simple, with such a wide selection, to balance your family's nutritional budget with dairy foods. They provide so many key food values in every meal!

FOR VALUE—Dairy foods are *always* your best buys—and so important to good living, your grocer often *features* them. Keep an eye out for these special values. Stock up your freezer or refrigerator. You'll save still more!

WORTH REMEMBERING: Dairy foods are 30% of all you eat,



goes twice as far for you!



### "SCHOOL DAYS" LUNCH

Every Dairy Food Dollar goes twice as far in enjoyment, too! Here's a milk-enriched meal that children will love—that gives them the pep they need to go on, to grow on!

*Tomato soup with MILK added; a sandwich made of BUTTER, CHEESE and luncheon meat; MILK-chocolate pudding; a tall glass of cool MILK.*

yet cost only 15¢ of your food dollar!



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# Hide-A-Bed—Latest style in sofas gives you an *“extra bedroom”* at no extra cost!



“Ranch-house modern” Hide-A-Bed. Long and low. In persimmon tweed-mohair. Also in dark green, sage, brown, gray and cocoa.

By day a stunning, smartly styled sofa you'll be proud to own. By night a cosy, comfortable “extra bedroom,” so convenient when space is so precious. All yours in Hide-A-Bed\* for only \$199.00 and up. Hide-A-Bed comes in long-

and-low modern styles as above . . . one of ten different styles you can choose from in over a hundred fabrics! All styles come in apartment and full size. So whatever your space, Hide-A-Bed fits in beautifully.



Opens in 30 seconds! Easy to close, too. You fold the bed away “made up” and ready to use again. Best of all, comfort by Simmons. You don't sleep on sofa cushions. With Hide-A-Bed, made only by Simmons, you stretch out on

a full-width, full-length Simmons innerspring mattress. No rolling toward center, either, thanks to special base construction. Have a beautiful sofa *and* a comfortable “extra bedroom.” See Hide-A-Bed at your Simmons dealer's.

Scores of decorator-selected fabrics to choose from. Ten different styles. Three sizes: Settee size from \$179.00; Apartment size from \$189.00; Full size from \$199.00. Large Hide-A-Bed, above, \$339.00. Hide-A-Bed at right, \$249.50. Convenient payment terms can usually be arranged.

Get your Beautyrest\* on a Hide-A-Bed. Famous Simmons makes them both! Yes, Simmons, the world's largest manufacturer of bedding equipment, makes all types of sofa-beds—including famous Hide-A-Bed.

And Simmons makes all types of fine mattresses, including Beautyrest, the first and the finest to bring luxury comfort to millions—at low prices. Choose a Beautyrest for your Hide-A-Bed.



Berkeley Lawson in antique satin, flounce base and bouclé trim.

## Only Simmons makes **HIDE-A-BED**

Another quality product from the House of Simmons . . . the greatest name in sleep.

\*Trade-mark Reg. U. S. Patent Office. Copr. 1952 by Simmons Co., Mdee. Mart, Chicago, Ill.





THREE BOPSTERS, IN ZANEY MOOD REQUIRED FOR TELLING AND ENJOYING BOP JOKES, ARE ENACTED BY ROBERT CLARY, VIRGINIA DE LUCE, RONNY GRAHAM

## THAT CRAZY BOP JOKE CRAZE

With glossary one can understand, if not appreciate, musicians' gags

From the world of jazz musicians and bebop players has come a new brand of humor: the bop joke. Until the last few months bop jokes have been limited, perhaps mercifully, to people in show business. But now bop humor is becoming something of a fad, and *LIFE*, feeling its readers should be warned of this wayward form of wit, offers a few examples which can be understood by referring to the glossary of bop terms (*right*). Examples are illustrated by performers from the Broadway show, *New Faces*.

The essence of bop humor lies in the fact that its creators, carried away by their music, are often in a dopey state of ecstasy known as "gone." Their sense of time is so cockeyed that racing or falling objects seem to be floating by. Violent events become sweet and lovely. The bopster views his world with wonder and joy, and nothing is ever quite what it is. Like boiled snails, bop jokes certainly are not everybody's dish, but those who acquire the taste for them feel cool, gone, crazy and stoned.

### BOP VOCABULARY

**CRAZY:** new, wonderful, wildly exciting

**GONE:** the tops—superlative of crazy

**COOL:** tasty, pretty

**GOOF:** to blow a wrong note, or to make a mistake

**HIPSTER:** modern version of hepcat

**DIG:** to understand, appreciate the subtleties of

**STONED:** drunk, captivated, ecstatic, sent out of this world

**FLIP:** to react enthusiastically



Spark Plugs that Perform **LIKE THIS** —

**178.497** **M.P.H. ON WATER**

will make **YOUR CAR** Perform *Better!*



"Flying on water" describes the new world's speed record set by Stanley S. Sayres in his Slo-mo-shun IV.

Mr. Sayres wired . . . "Slo-mo-shun IV still retains her health and continues to be the world's fastest boat . . . set new world's record of 178.497 miles per hour . . . 24 Champion Spark Plugs performed perfectly in her Allison engine . . . thanks for everything and congratulations."

Owner and pilot, Stanley S. Sayres, set the above new world's speed record on Lake Washington, Seattle, on July 7th, hitting 185 m. p. h. on one run!

This sensational and extreme test of spark plug performance clearly points the way to the best spark plugs for your car. For it is from such an exceptional test as this that our engineers gain experience and knowledge that can be obtained in no other way. We constantly use such findings—to improve the quality and dependability of *all* Champion Spark Plugs. So, if you want a better performing engine in *your* car, DEMAND CHAMPIONS!



VOTE  
FOR THE CANDIDATE  
☒  
OF YOUR CHOICE  
— BUT VOTE



**FOLLOW THE EXPERTS**

*Demand*  
**CHAMPIONS**

**FOR YOUR CAR!**



Bop Joke Craze CONTINUED

NOW REFER BACK TO THE VOCABULARY  
AND SEE IF YOU CAN DIG THESE JOKES



#### ALL ABOARD A CLOUD

Two bopsters are stoned in a hotel penthouse. One says, "Man, I feel so great I could walk right out on that cloud!" He steps out the open window. When police arrive, one asks the second bopster why he let his friend jump. "Man," he replies, "I thought he could make it!"



#### STONE-COLD LOVE ON PARK BENCH

Heading home from a party, two hipsters, completely stoned, pause to snuggle on a park bench. A fire engine roars by, bells clanging, sirens screaming. The boy flips. "Solid, doll," he murmurs, "they're playing our song!"

CONTINUED ON NEXT PAGE

the top of fashion...that's *Judy Bond*



permanently pretty pleats on filmy  
nylon tricot. Frankly feminine, outrageously  
flattering blouses to top your party skirts  
or spark your favorite suit. In moonlit  
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*non slip* **TREAD**  
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**Rain Dears** are 100% fully molded with no seams to come apart.

**Rain Dears** are made of NORLON...the new miracle material that's transparent, featherweight, tougher than rubber



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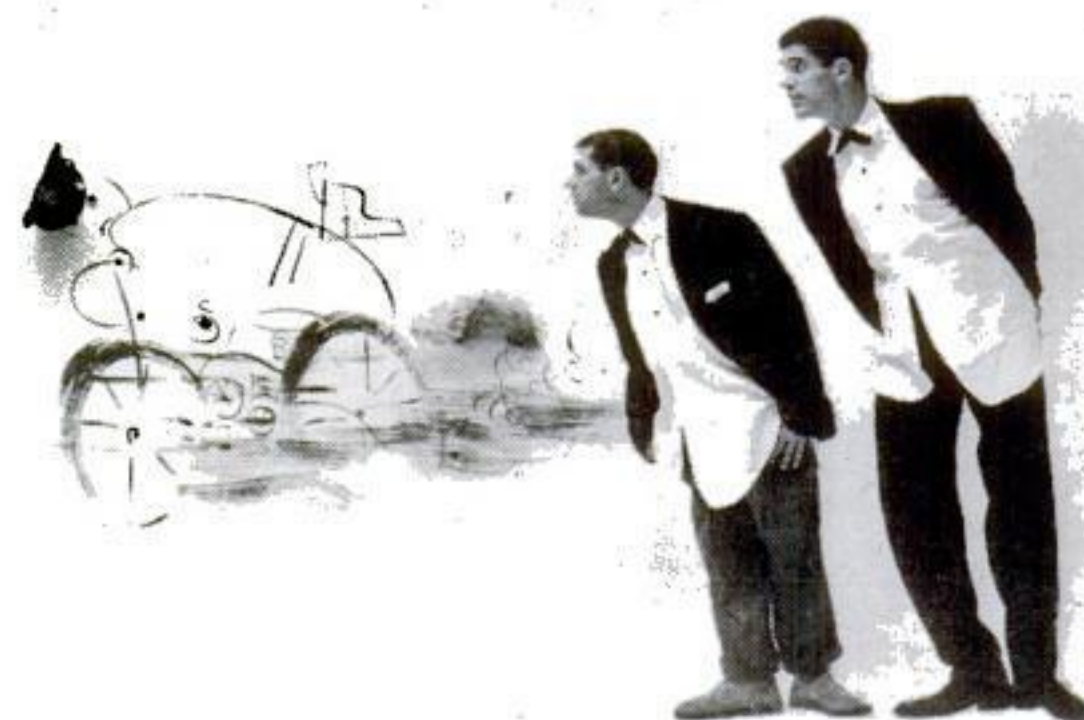
LOS ANGELES LUCKY SALES CO., INC. NEW YORK \* CHICAGO

## Bop Joke Craze CONTINUED



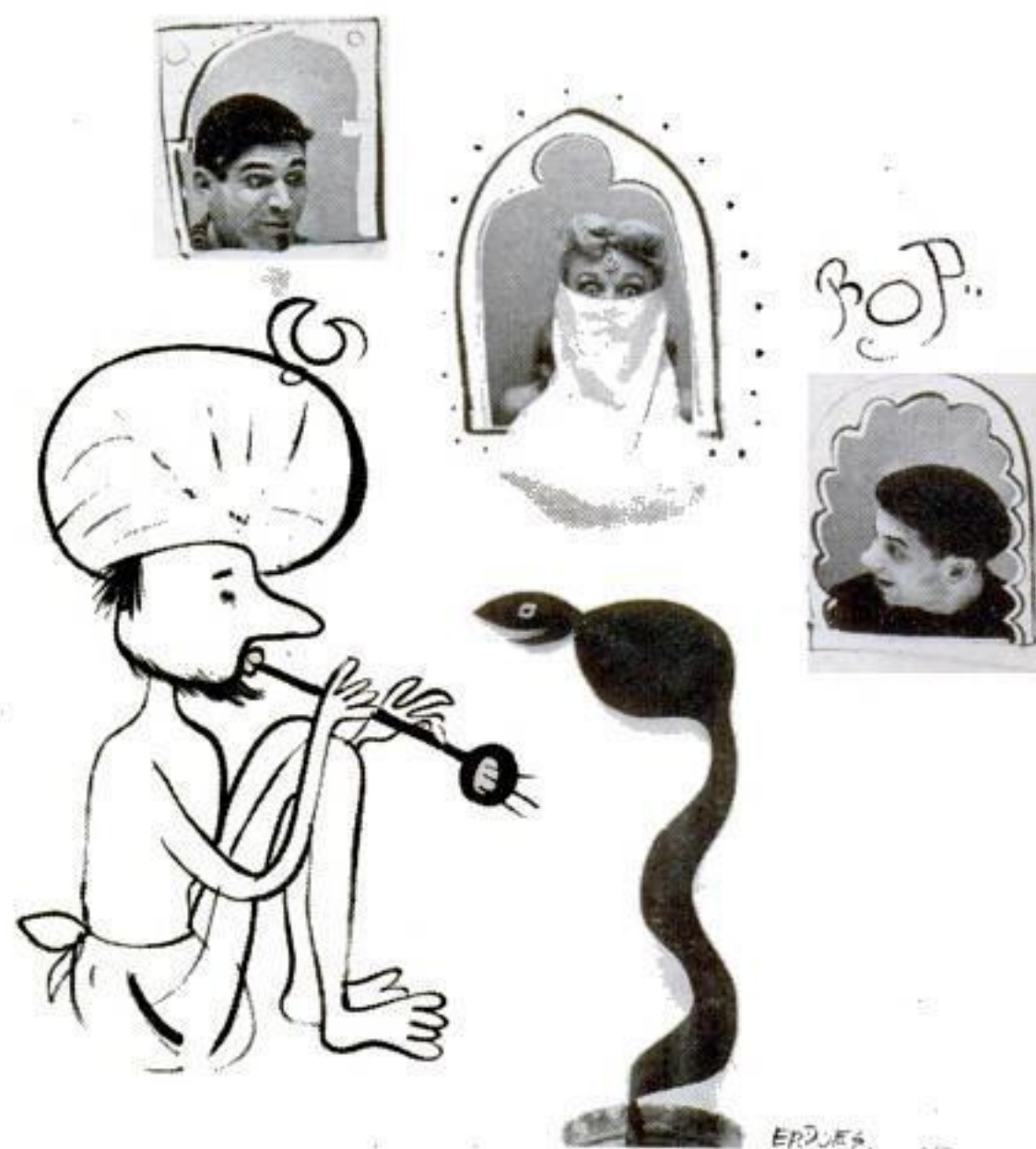
### THEY GET GOING ON PIE

Two bopsters go into a hash joint. One orders a piece of pie. "Sorry," says the waitress. "The pie is gone." "Oh, that crazy pie!" cries the bopster. "I'll take two pieces!"



### NO LOITERING ON THIS CORNER

Standing on a street corner, a couple of hipsters see a motorcycle roar past them at 90 mph. "Man," says one, "I thought he'd never leave!"



### MUSIC HATH CHARMS

Bopsters, sightseeing in India, listen to a snake charmer. "Just dig that cool arrangement!" one exclaims. "Never mind the arrangement," says his pal, ogling the wriggling cobra. "Dig that crazy music stand!"



# 3 new bulbs for better pictures



**FOR YOUR STILL SHOTS:** Here's the smallest reflector-type photoflood made, and the handiest. The new Westinghouse R-30 has a built-in reflector and only a 3½-inch face diameter. Several 300-watt R-30's used at one time give better control of contrast and shadows. You can burn as many as four on a standard house circuit without blowing fuses. You can use any standard photo lamp fixture or any lamp socket you can aim.



**FOR YOUR MOVIE PROJECTOR:** You get more screen light from this new Westinghouse Theater Quality Projection Lamp—more than from any other lamp of equal wattage. The secret is the Westinghouse patented "Floating Bridge." Coils don't buckle and dance to distort images, or touch to form hot spots that shorten lamp life. They fit all type projectors. And only Westinghouse makes genuine Bell & Howell special base lamps.



**FOR YOUR CANDID SHOTS:** Ever lose a perfect picture because of weak flashgun batteries or defective synchronizer wiring? Flash-Chek is the new Westinghouse cure. Simply insert this little re-usable bulb in your gun and press the trigger. Lamp glow shows battery strength, and checks electrical connections, too! And remember there's a Westinghouse photoflash bulb for every picture.

## SEND FOR THIS FLASH CALCULATOR

This calculator gives you the right settings, distances, and bulbs to use for all types of film. You'll find it one of the handiest camera aids you own. It's yours for your name and address, and the side panel from any sleeve of Westinghouse Photoflash Lamps. And while they last, we'll include a folder of flash tips—"the ABC of Flash Photography." But the supply is limited, so get your bulbs today, and mail your request to Westinghouse Lamp Division, Bloomfield, New Jersey.



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for sink-tops! Soap-  
proof, waterproof!

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finest of all lay-it-  
yourself tile! 14 clear-  
est, cleanest colors!

**This is today's miracle floor!** No waxing needed. Sets entirely new standards of wear-resistance under toughest household conditions. So tough even lye or spatters from a hot pan can't hurt it. For Gold Seal VinylFlor is *superior* vinyl plastic... *inlaid* vinyl... not just a slicked-on surface, but a vinyl composition that goes solidly through to the backing. Your guide to this *quality* floor is the famous Gold Seal... it guarantees satisfaction or your money back!

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**VINYLFLOR  
VINYLTile  
VINYLTOP**

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# THE LEISURELY WORKING CLASS

In Australia a reporter discovers overregulation  
is the thing that keeps production 'down under'

by ROBERT NEVILLE

TIME-LIFE Correspondent

SYDNEY

*On a recent swing through Australia, Mr. Neville, who is based in Hong Kong, took a skeptical look at a way of life that has often been praised in the U.S. His conclusions follow:*

ONE would think that Australia, dominated economically and socially by organized labor for decades, today represents the trade unionists' dreams come true. There have been times (such as the present) when the Labor party, which is the political arm of trade unionism, was not in power, but even during these periods the unions have continued pretty much to call the tune.

Australians in general have by now become so accustomed to having their lives regulated by a long list of dos and don'ts imposed mostly by union fiat that they have almost ceased to complain. When it comes to such important functions of life as eating and drinking and playing I suspect that no people in the world—certainly none this side of the Iron Curtain—enjoy so little liberty or suffer so meekly from such a high degree of regimentation as the Australians.

The indelible imprint of triumphant trade unionism is clearly reflected in the mores of Australian society. For example, I would advise anyone who hails a taxi in Sydney or Melbourne to pile into the front seat so as not to risk offending the democratic sensibilities of the driver. Service entrances are by and large taboo in this workers' paradise, while even in the Commonwealth's best hotels (none of which would rate the adjective "luxurious") chambermaids and waiters ride up and down the guest elevators as priority passengers. The housewife seeking to lighten her burden by hiring an occasional cleaning woman must serve her employee morning tea and afternoon tea as well as lunch, or else the cleaning woman will walk out in a huff. The richest homes in Australia are sometimes unable to entice domestic help to work Saturday afternoons and Sundays; even the wife of the prime minister occasionally has had to tidy up the house at the prime minister's lodge in Canberra over weekends. In Australia the customer is almost always wrong; I soon got used to listening to stern lectures on how to behave from waiters, bellboys, store clerks and taxicab drivers.

## The labor-dictated folkways

JUST as the Australian employer long ago learned not to retort arbitrarily even to the sassiest employe, similarly almost no politician of any party in Australia dares disregard the union position. Robert Menzies, leader of the conservative-minded Liberal party, would no more try to change the labor-dictated folkways of Australia than would Dr. H. V. Evatt, the Labor party's leader. Union heads have become so important in the scheme of things Australian that they often assume an attitude above and beyond politics. "Why should I want to become an M.P. when I'm the bloke who tells the M.P.'s how to vote?" retorted the chief of one national union when asked if he might enter politics. The union leader is indeed an important personage. In the remote lead and silver mining center of Broken Hill where many of Australia's present labor attitudes were developed out of fierce industrial warfare, I asked a 12 year old what he wanted to be when he grew up. Back came the quick answer, "A union leader."

To achieve the present extensive security program in Australia successive governments have enacted the full gamut of social legislation, ranging from free health services to retirement pensions, from paid vacations to unemployment compensation, all at considerable cost to federal and state treasuries. These services continue in effect no matter which party has a current majority in the Parliament. Last year, at a time of full employment and bulging revenues, Australia's social services took about 12% of the government's income.

CONTINUED ON NEXT PAGE

← MAJOR POLICIES STEM FROM WORKERS' MEETINGS LIKE ONE SHOWN HERE



"I drink all the  
coffee I want..."



I get all the  
sleep I need!"



**DON'T STOP DRINKING  
COFFEE... JUST STOP  
DRINKING CAFFEIN!**

**I**F you've been losing precious sleep at night, don't give up coffee. Just give up *caffein*—for it's the nerve-jangling *caffein* in ordinary coffee that can keep you tossing and turning.

Make the wise move millions have made. Switch to New Extra-Rich Sanka Coffee. It's one of today's most flavorful coffees, and it's 97% *caffein-free*—gives you all the *goodness* of fine coffee, yet *can't* keep you awake. Get New Sanka Coffee, today!

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DELICIOUS IN  
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OR REGULAR FORM



**NEW EXTRA-RICH  
SANKA COFFEE**

*It's delicious! It's 97% *caffein-free*!  
It lets you sleep!*

## AUSTRALIA CONTINUED

Leisure as practiced by the Australian worker is of two kinds: leisure on the job and leisure off the job. The standard working week in Australia is now 40 hours, which might be well and good, but lunch is also ordinarily on the boss's time and, furthermore, there are two 15- or 20-minute breaks for tea, one in the morning and one in the afternoon, which are similarly included in the 40 hours. Competent statisticians figure the actual working week in Australia at 33 hours.

Even when indisputably on the job the pace of the Australian union worker is leisurely, as even the most cursory study of almost any working group will verify. The WPA shovel-leaners were speed-up artists compared to the day laborers witnessed by this correspondent indifferently spading the ground around the Canberra airport or to the slow-pokey workmen seen tackling the construction of a 12,500-tonner in the shipyards at Whyalla. "What are you trying to do, mate—work yourself out of a job?" is a standard question.



**CONSERVATIVE** Richard Casey urges U.S. as a model.

When pressed, union men will insist that they would like to see more production. The impact of the post-war U.S., with its fabulous increase in output and its spectacular rise in living standards, has been very great in an Australia which more and more is turning its face away from Britain and towards America. At the risk of unpopularity a few politicians and writers have dared to hold up the American example of production to Australian trade unionism. With a little more effort, they have pointed out, Australia might be able to build a few badly needed schools and roads, a few decent hotels and a few desperately needed office buildings. (There

hasn't been one new office building built anywhere in Australia since before the war.)

In a recent debate in Parliament, Richard G. Casey, the Minister for External Affairs, pointed out that while American production had increased by some 70% in the last 12 years, Australian production was up by only 10%. Another way to put it would be to note that Australia's population was now growing at the rate of 3% while its production was increasing by less than 1%.

"The big difference between the Australian and American worker," said Casey, "is an attitude of mind. The American workers are not interested in a corrosive class war. They do not listen to poison poured into their ears. In America the workers don't bother about the boss except to help him make more profits and then get a bigger share of those profits. The policy of the Labor party in Australia is out of date."

Tom Dougherty, chief of Australia's biggest single union, has a slightly different approach to the problem of the country's poor production showing. He blames it entirely on management. Big Tom returned from a visit to the U.S. last year as the guest of the A. F. of L. with this novel notion:

"I wouldn't want anything so awful to happen to your country, but I'm convinced that if American and Australian industry were to swap managements, our production would go up and yours would come down."

There is some truth in Dougherty's reasoning. Australian capital, long accustomed to working in a monopoly atmosphere, is not very venturesome. Also American capital, with American management, has entered a few specialized industries in Australia in recent years (automobiles, electrical appliances) and has proved that it could operate very well despite the labor setup. General Motors, producing the famous Holden car here, made bigger profits last year than any other firm in Australian history.

But despite such lip service to the idea of an economy of plenty, the fact remains that Australia's biggest union men, Dougherty included, behave much of the time as if they believed that the less produced the better. Take, for example, the question of the basic wage, a red hot issue in Australia at present.

Regularly an industrial arbitration court makes a study of a



**PREMIER** Robert Menzies is subject to union pressure.

## New York's Hotel Plaza Reports Rum Highballs Gaining Favor



**NEW YORK, September 18**—William Tonetti, Catering Manager of this city's famed Plaza Hotel, reports definite trend to the Rum highball, made with Puerto Rican Rum. "It is most refreshing," he says, "and is gaining popularity among our guests at the Plaza."

**Here's how you make the best Rum Highball:** 1½ or 2 oz. Puerto Rican Rum, add ice, water, soda or ginger-ale, as preferred; twist of lemon peel or dash of bitters if desired. **Rums of Puerto Rico, 600 Fifth Avenue, New York City.**



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and warmest—  
"Baraboo Bill" Jacket**

A handsome headliner in Lakeland's exclusive 100%-wool Baraboo Checks. Worst knit collar, cuffs, bottom. Lustrous rayon lining. Men's—\$17.95. Also Baraboo Jac—same style but with self-collar for boys — \$15.95. See your Lakeland dealer or write for his name. Lakeland Mfg. Co., Sheboygan, Wis.

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CONTINUED ON PAGE 76





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★ The secret is in the Double Diamond.  
★ The chart shows how it is made and how it controls.

"Perma-lift's" DIAMONET Girdle is cut from one piece of fine Nylon Power Net. The elastic wraps around the hips to overlap over the tummy in a double diamond shaped panel of extra control just where it's needed. The Double Diamond principle of scientific cut and diagonal tension automatically flattens and supports your tummy with no uncomfortable downward pressure, takes charge of all your figure problems.

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A sensationally different, sheer, boneless, one-piece power packed "Little" nylon girdle that slims your hips—flattens your tummy—and is so light you'll never know you're wearing it. Only \$6.95.

Don't confuse DIAMONET with any other girdle. Wonderful DIAMONET is *brand new* in design—is sheer and airy, yet controls with all the persuasiveness that you expect of your girdle. Once you've enjoyed the blissful comfort of a "Perma-lift"\* DIAMONET Girdle, you'll want to wear it always. Don't wait—if it's your first girdle or your twenty-first, you'll know you've found the perfect garment for you. Ask for DIAMONET Nylon Girdle or Pantie by name today at your favorite Corset Department—only \$6.95, extra large \$7.95.—(Slightly higher in Canada.)

Wonderful, too, is this brand new, dainty "Perma-lift" Bra, a clever combination of satin and cotton with the famous Magic Insets that guarantee "The Lift that never lets you down." Ask for it by number and you, too, will enjoy the difference—No. 155—price \$3.00.

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Carriage! Bassinet! Travel Bed!



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**1.15** pair

At 485 Grant stores—coast to coast

U. S. Patent 152642

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**I'SIS**  
NYLONS



**EFFICIENCY CHAMPIONS** of Australia, employees of General Motors-Holden's plant in Melbourne, have midday meal in room provided by company.

## AUSTRALIA CONTINUED

complicated index of prices and charges and comes up with figures which, it declares, represent the number of pounds, shillings and pence necessary to keep the body and soul of an average worker and his family together over a stipulated time. No employer may thereafter legally pay a worker less than this sum. While the court's basic wage was originally designed as a minimum wage, in fact it soon became a uniform wage for virtually all Australian employees in industry, agriculture and even in government. The wages of even skilled workers are pegged to this figure.

The basic wage system may have once seemed fair and square, but a nation's economy is a very delicate mechanism which reacts in unforeseen ways. Right now Australia is fast running into, of all the unbelievable things, a food shortage. The prices of food-stuffs have been kept so low by government regulation that farming has become relatively unprofitable. This year the country's wheat acreage shrank by more than 10% (from 11.6 million acres in 1951 to 10.2 million in 1952), eggs are off 8% and Australian exports of mutton, lamb, beef and veal are all correspondingly lower. The chief thing which has kept Australian economy in recent years from going off the deep end has been the fantastically high wool prices.

## A premium for less

**N**OW there's obviously one way to increase agricultural food production: pay higher food prices. But this can never be done, at least in terms of real prices, if every rise in the price of food is going to result in a corresponding rise in wages. The worst feature of the Australian basic wage system, however, is that it tends to encourage the worker to produce less.

An employers' action to modify the basic wage is now before the courts, but despite the fact that every economist of note has inveighed against the system, there seems almost no chance of changing it. Labor has announced that it will fight to the last against any change, even possibly to calling a general strike, while the Liberals, ever fearful of doing the slightest thing to offend the unions, are maintaining a hands-off neutrality.

Out of the same pattern of economic thinking comes organized labor's long and traditional opposition to immigration. After the war most Australians, having got the scare of their lives from the narrowly averted Jap invasion of 1942, realized that they had better populate their roomy continent with people of their own liking or else land-hungry Orientals might do it for them. Casey wrote a vivid book entitled *Double or Quit* on this very theme.

There are many conflicting ideas about how many people there should eventually be in Australia, but the generally agreed desirable minimum has been set at 20 million, or roughly two and a half times the present population. The Labor party at length decided to back a carefully controlled program which would admit a maximum of 200,000 immigrants annually, a figure which in view of the urgency seemed small enough. By the end of this year the postwar immigration will have reached 700,000.

Almost from the start there was friction. Australians are congenitally antiforeign (especially disliking people who don't speak English), and they just didn't take to hordes of bloody Central and South Europeans in their midst. Organized labor anxiously looked over every new boatload to make sure that the new arrivals would not depress the wonderful labor market, so buoyant that at one time there were 500,000 unfilled jobs and employers were literally begging people to come and work for them.

CONTINUED ON PAGE 79





*"... We got to talking election. Two of us wore one button and two of us wore another ... but we all saw eye to eye on this: When the waiter polled our choice, we all voted Schlitz."*

We of Schlitz are often asked how we make Schlitz so good that it is preferred (and bought) by more people than any other beer.

*And here's our answer.*

It's because we measure each tick of the clock while Schlitz is being brewed ... because we measure temperatures in fractions of degrees ... because Schlitz people have a sympathetic way of handling sensitive ingredients ... because Schlitz is brewed to make good on this promise ... *If you like beer, you'll love Schlitz.*



# If you like beer ...you'll love Schlitz



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Schlitz "Playhouse of Stars".  
See your newspaper for  
time and station.

October is National  
Schlitz  
Month  
Enjoy the  
world's  
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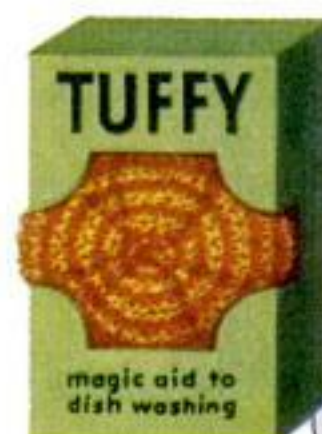
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does the jobs of dishrags, brushes, scrapers

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**TUFFY IS UNIQUE—**

it is self-cleaning. Its connected strands of plastic, in loops loosely interlocked, afford relatively wide sliding action, thus dislodging foreign substances. This hand-compressible, self-restoring, non-matting cleaning aid has been granted U.S. Pat. No. 2,601,771; applications pending in foreign countries.



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Temporary constipation is usually accompanied by acid indigestion—yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions... gives you more complete relief. So use Phillips' Milk of Magnesia—the best laxative you can buy.



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MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

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The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

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*Charles S. Campbell*  
PRESIDENT

## AUSTRALIA CONTINUED

In perhaps no other field of activity is the economy of scarcity—the theory of permanent underproduction—as widely accepted as in the Australian building trades unions. The result has been that only about a fifth of the New Australians have been able to find permanent places to live, and there is little hope of improvement. Last spring, when unemployment began to develop, some of the unions reversed their earlier stand on immigration and demanded curtailment of the program. The Menzies government promptly cut the quota in two.

There is, of course, not the slightest foundation for the belief that immigration causes unemployment. On the contrary there is every reason to believe that a well-handled immigration program would create employment. But so accustomed is organized labor in Australia to thinking forever in terms of cutting up the pie into exactly equal parts that it simply never occurs to it to try to make the pie bigger. If trade unionism's opposition here to immigration is typical of labor's thinking everywhere, Americans should thank their lucky stars that the U.S. was filled up before our great labor federations became so powerful. Otherwise the U.S. might now still be a small nation of 30 or 40 million.

How do the Australian workers spend the leisure they are so intent on expanding?

In Broken Hill they while away the hours watching horse and dog racing and gambling at baccarat and a native Australian game called two-up. Dog races, in fact, are so important in favored Broken Hill that even during the war the miners kept right on feeding steaks to the dogs.

### Sunday is for 'wowers'

SUNDAYS in Australia have to be lived through to be believed. Almost nothing functions except the churches. Theaters, movies, libraries, museums, restaurants, milk bars, concert halls, race courses are shut down in most places—sometimes for all day, sometimes for part of the day. In Melbourne it is illegal even to sell a newspaper on Sundays. The "wowers," which in Australia means the Sunday blue-law advocates, are largely responsible for this, but they often have been backed up by the trade unionists.

"It seems to me that even a good union member would like to read a newspaper on Sunday," I commented to one labor official.

"But he wouldn't want to read it enough to make another union member work on Sunday," was the answer.

Most Americans come to Australia thinking that what they will see is a country more or less like the United States of 50 or 75 years ago. On paper, at least, Australia should be a vigorous pioneer country engaged in rolling back new frontiers, opening up new big tracts of land and building new roads. The truth is that Australia years ago became very set in her ways. Few places in the world seem to change so slowly. A man returning to Sydney or Melbourne today after, let's say, an absence of 10 or 15 years would be hard put to find any changes whatever. Largely because of the theories of its leisurely working class, Australia is a young nation grown prematurely old. As one anonymous American observed in a since often-quoted summary, "Australia is like a baby who's got hardening of the arteries."



NEW AUSTRALIANS study English which may be of some help—but not always enough—in getting them jobs in country's limited industrial plant.

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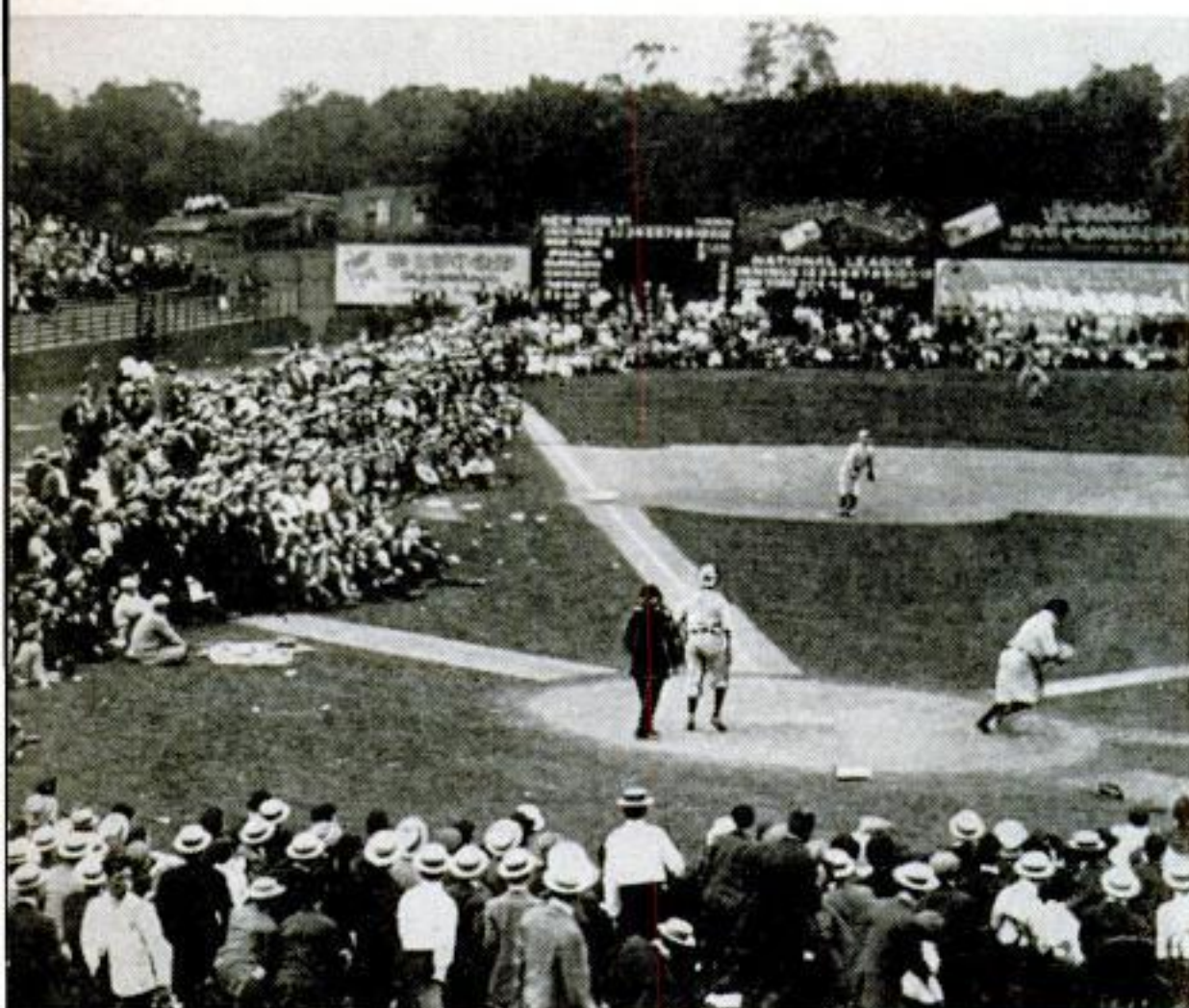




## THE AMERICAN ROAD—X



AT THE TURN OF THE CENTURY, transportation usually meant a trolley. At the last stop you laced up your high shoes and trudged off through the dust.



**SITTING ON THE GRASS**, back in 1907, these Manhattan fans watched the New York Highlanders struggle with the Philadelphia Athletics.

## Take me out to the ball game —it's out at the end of the line

On the one great morning of the year you stayed close to home, playing mumblety-peg all alone on the lawn.

Maybe something might happen. Maybe—maybe—you couldn't go.

Then Dad rushed home, snapped open his hunting-case watch, and gave you your final check-over: "Who's the greatest pitcher?" "Christy Mathewson, New York Giants." "Who's the greatest shortstop?" "Hans Wagner, Pittsburgh Pirates."

Then you and Dad kissed Mother goodbye and ran lickety-split for the streetcar.

The trolley smelled of fresh varnish; it was open on both sides in the summer, and the conductor was a daredevil swinging along the step, punching tickets and making change. It was hard to decide: should you be the conductor? Or the motorman—pushing the shiny brass handles around, stamping on the iron bell with its clangorous *dang-dang!*





ONCE, ONLY EXPLORERS could afford to visit the nation's pleasant places; now anyone with a car can reach the remotest fishing-hole or sports resort.

But finally you came to the end of the line and little chills went down you when the white uniforms trotted out over the green grass. And there was a new treat: some genius had decided to sell German sausages, *wienerwursts*, in long bread rolls, slabbed with spicy mustard. This was a big day in your life, back around the turn of the century—you were out on an excursion with your Dad, clear out at the very end of the trolley line.

It was wonderful, *but it only happened once or twice a year*. For one thing, Americans had little leisure time in those days; life was full of inconveniences and drudgery. For another, there were few places to go and if you had no horse-and-buggy or bicycle, you could only take the streetcar.

But Henry Ford and other auto pioneers were at work—soon the cars pouring forth gave Americans new freedom. The auto broke down the old-fashioned limits to sports; now there is literally no end of the line. Anyone can go anywhere in a car: for example, every year hundreds of cars from every state drive to the Indianapolis Auto Races, to the Kentucky Derby. And golf grew slowly until the auto came along; today the whole structure of this great All-American sport depends on the motorcar. In fact, America depends on the motorcar.

The automobile put democracy on wheels; in nearly fifty years Ford Motor Company alone has contributed more than 36,000,000 cars and trucks to the American Road.

Now millions of mobile Americans are striving to look beyond the problems and confusions of today and tomorrow. Inspired by faith, armed with courage, the people are moving with hard common sense, toward a better future—a future whose goal is a better life for everyone.

At Ford Motor Company we believe that the American Road is the direct route to that future; we will continue to contribute to that rainbow day by keeping the auto wheels endlessly rolling ahead.

**Ford Motor Company**

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SURROUNDED BY PAINT JARS, FELLOW ARTISTS OF ST. LUKE'S THIRD GRADE ADD A FEW STARS TO MURAL OF THE UNIVERSE

## Classroom Art Collaborators

### STUDENTS POOL IDEAS AND TALENT TO PRODUCE LIVELY PANORAMAS

In most schools art has become a means through which children are encouraged to express their individuality. Now schoolteachers both here and abroad are developing a new collective approach to classroom art. They encourage their pupils to collaborate on paintings, subordinating their individual styles to group work. A pioneer in this approach is St. Luke's School in New York City. There the children work together to create large panoramas illustrating the facts and ideas that impressed them most

in their studies. Sometimes they paint their composite impression of trips around the city (*opposite page*). Sometimes they pool their knowledge to produce a picture of the universe (*above*). In every case the paintings are worked on by all the children, sometimes taking turns but more often pitching in all together to polish off the panorama in a hurry.

In France another kind of group art (*pp. 84, 85*) has been initiated by two Parisian schoolteachers. From various sketches submitted by

pupils, the class chooses the one they would like to enlarge. This master sketch is then divided into squares and each child is assigned a square which he is to reproduce in a larger size. When all the squares are completed, they are pasted together to form a single gigantic painting. By this method as many as 80 students have been able to work on one picture. So remarkable have been the results that the Paris patchwork approach has now been adopted by schools all over the Continent and England.

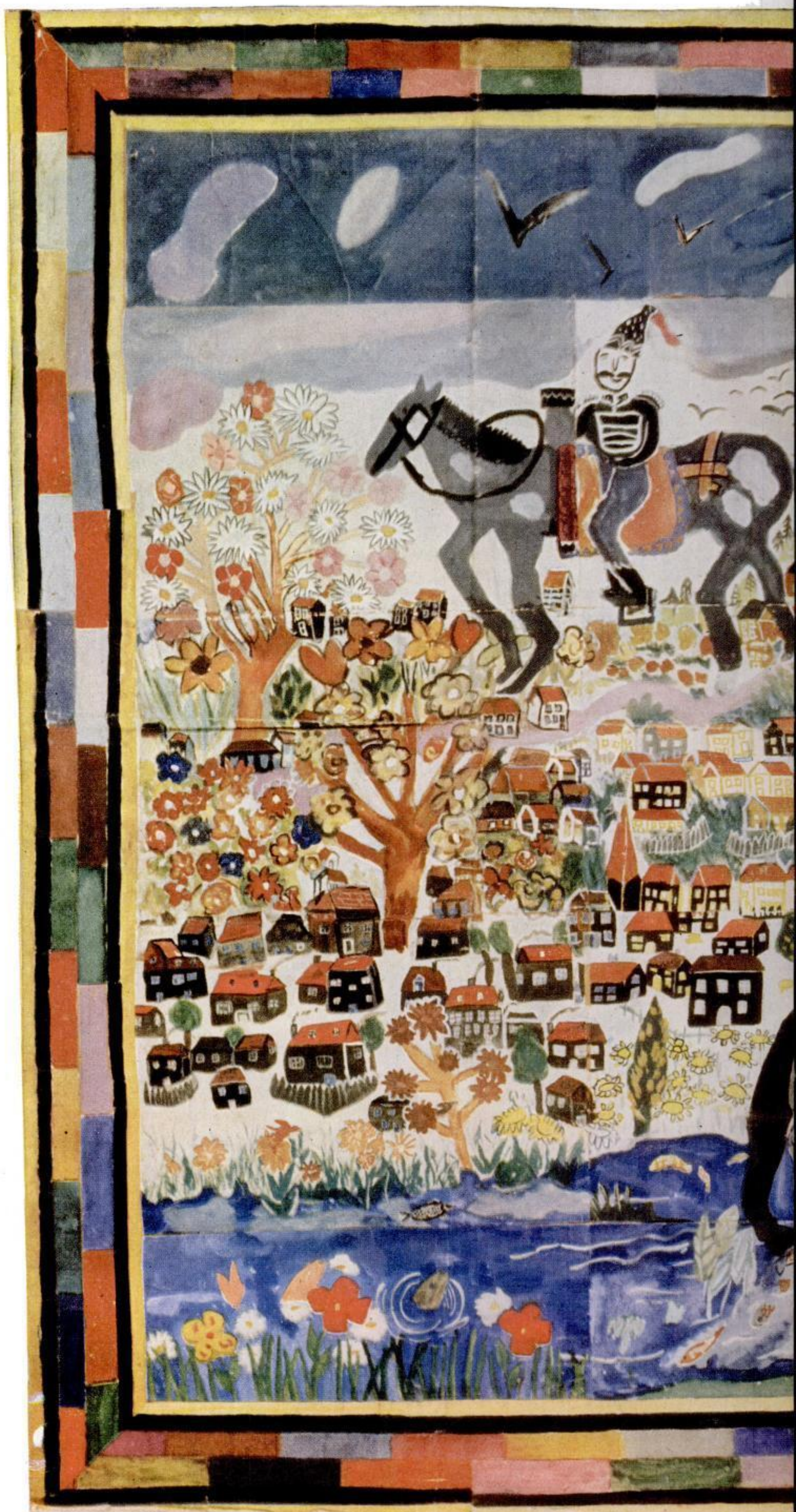








**GOOD WOMAN**, out strolling with her dog, was painted in individual sections by 18 French boys, aged 9, who turned lady into kind of Patchwork Girl of Oz.







**THE COMING OF SPRING** was interpreted with fairy-tale splendor by 40 Parisian schoolgirls, ranging in age from 9 to 11. Working on separate squares of paper, each girl painted a section of the picture. At the end of eight hours the

squares were pieced together to produce the scene above in which the Chevalier of Spring (*foreground*) chases the Lord of Winter and his squire off to the icy mountains, while all around the tiny hamlets flowers and trees burst into bloom.



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### Irish as a brogue — corned beef hash on cabbage!

Baked Armour Star Corned Beef Hash on hot buttered cabbage—here's a dinner any man will vote for, Irish or otherwise! Open both ends of 2 tins of this meaty hash that tastes homemade. Push out the hash whole and cut each roll into 3 thick slices. Dot each slice with margarine or butter—Cloverbloom® Butter is a good idea! Bake in shallow pan in 350° F. oven for 20 minutes until the hash is richly browned. Serve on cabbage prepared like this: shred green cabbage, cook it in boiling salted

water for 7 minutes, then drain and toss the cabbage with melted butter. Mustard pickles, fresh white bread, and tomato juice or coffee complete a wonderful meal. **It's another of Marie Gifford's favorite recipes!** For many other new meal-planning ideas and 43 different recipes write for the new booklet, "Meal Magic with Armour Star Pantry-Shelf Meats." Address the famous home economist, Marie Gifford—Armour and Company, Dept. 540, Chicago 9, Illinois.

ARMOUR 85<sup>th</sup> ANNIVERSARY







TWO DOZEN OF NEW YORK'S BEST DANCING GIRLS CROSS BROADWAY ON THEIR WAY TO JACKIE GLEASON'S PENTHOUSE FOR HIS FINAL TV CHORUS AUDITIONS

## GLEASON GETS GIRLS AND AWA-A-AY HE GOES!

With 16 dancing beauties and \$63,000 a week to invest, comic launches season's most lavish new revue

For a brief and pleasant period a few weeks ago, Broadway was beautified by a parade of dancers (*above*) marching hopefully to a TV audition. Last week the dancers who were chosen burst out of the nation's TV screens in the season's biggest, most spectacular and most expensive new revue, the Jackie Gleason Show (CBS-TV, Saturdays). With 124 performers before the cameras and a staff of 47 behind them,

the show cost \$63,000 to produce. And the man who has charge of spending it is the show's star comic and sole boss, Jackie Gleason.

Beefy Jack Gleason's talent for mimicry and tough-talking gags had for years been better known to hard-drinking cronies in night spots than to the public. Recently, however, while reducing from 250 to 200 pounds, Gleason found a wider audience, created his own TV

show, and featured himself in a wide variety of roles. His catch phrases: "And away-a-ay we go!" "Mm-m-m! Boy!" and "Dan-dan-dandy!" are now endlessly echoed by children and other comedians. Success has brought Gleason a 10-room, \$25,000-a-year New York penthouse overlooking Central Park, 70 suits, a cashmere trench coat and sport shirts with "Mm-m-m! Boy!" embroidered on the sleeve.

AT DRESS REHEARSAL FOR FIRST SHOW GLEASON EXUBERANTLY LEADS CHORUS LINE—WHICH MORE OR LESS FOLLOWS HIM—IN ROUSING "I LOVE GIRLS" ACT



CONTINUED ON NEXT PAGE



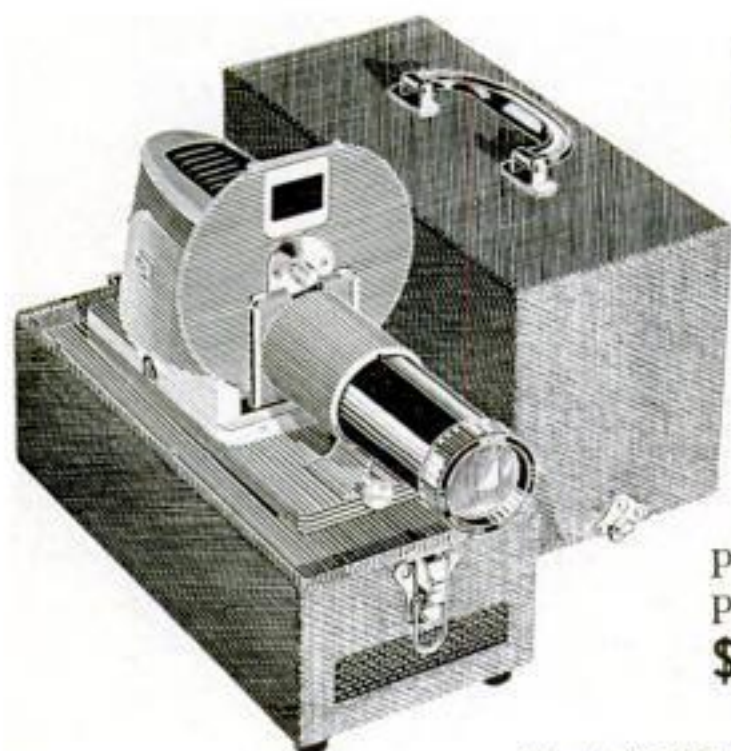
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Gleason's Girls CONTINUED



**FACING FINAL TEST**, three dancers try to look their prettiest. But Gleason did not choose them.

## DANCERS ARE PICKED FOR FOLKS IN UTAH

In his opening program Gleason sang, "I don't care for ham on rye, or apple, peach or pumpkin pie, but I love girls!" The job of picking the girls he liked most was a strain for Gleason. "I want pretty girls who can hoof," he says. "No ballet stuff. The folks in Utah don't know from *entrechats*!" Nevertheless Jane Manners, 20, one of the hoofers dancing before the mirror on LIFE's cover, actually is a former opera ballet dancer who went on to Broadway and television. The girl behind her, Joan Kayne, whose legs are also shown at right, was Miss New York City in the Miss America competition this month where she won the talent contest.

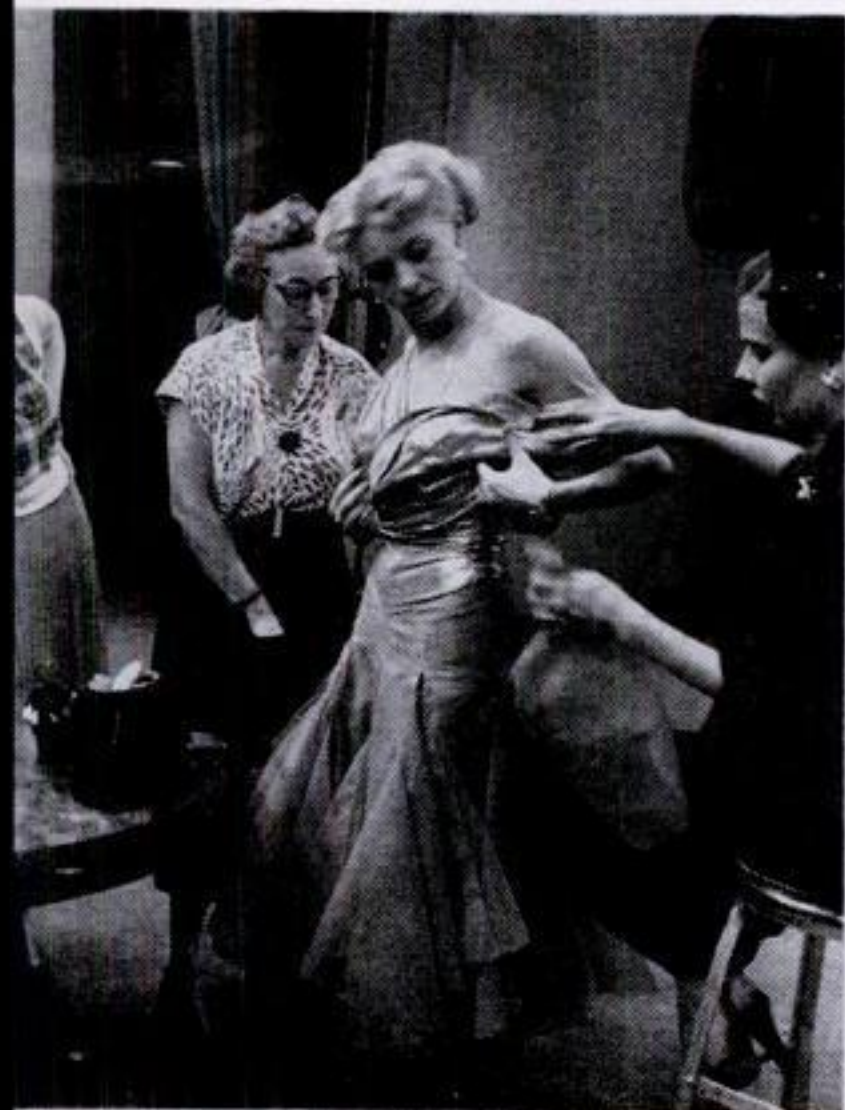


**AT FINAL AUDITION** in his penthouse Gleason frowns, eliminates 20 of 36 chorus aspirants.





**BEST LEGS** on show, according to Gleason, belong to Chorus Girl Joan Kayne, standing with cat, Missy. Missy is deaf, does not mind noisy TV rehearsals, and sleeps in hatbox.



**RAISING NECKLINE**, Gleason has the designer hitch a dress two inches higher. "I give TV fans a close look at my girls," says Gleason, "and I don't intend to offend anyone."

CONTINUED ON NEXT PAGE



## *America's First Gin\** *is America's Best Gin!*



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## HE CREATES A GOOFY GALLERY



**BEERY BOSWELL**, Joe the Bartender, is one of Gleason's favorite characters. He bursts with gossip and fatuous tales about customers like Crazy Goo-genham, Bookshelf Robinson, Tin Horn Schwartz.



**A BEFUDDLED OAF**, Fenwick Babbitt, fluffs simple jobs, is usually racing madly into trouble. In a bakery he creates chaos with whipped cream. In railroad station he gets deluged under flying mailbags.



**A HIGH-BORN BUM**, Reggie Van Gleason III, a billionaire playboy resembling some Cafe Socialites, always wears a top hat, chases girls, gets drunk and usually ends by breaking up all the furniture.

[CONTINUED ON PAGE 33](#)

'Pylon' **JETT** . . . warm nylon fleece lining, action back. **\$14.95**

Unlined **JETTS**, **\$9.95**

**SPADE** . . . smart rayon Sportcheck, fully lined. **\$14.95**

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Don't just sit there . . . get out and see the new Bantamac jackets at your nearest store. You'll find worsteds, suedes, checks, sheen gabardines . . . zip-out liners, quilted, down-filled and nylon fleece linings. And every fabric's water-repellent, too!

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*So Soft....yet strong enough  
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2-way strength—the way Scotties withstand the most shattering sneeze...weather the gustiest blow.

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**IN NETWORK HASSLE** Gleason tells dubious CBS Vice President Hubbell Robinson Jr. what is wrong with the newsreel films which the network wanted to use to ballyhoo the program. "CBS and I," says Gleason, "are partners."



**IN REHEARSAL BREATH** the Gleason girls get some rest in midst of strenuous preparations for show's premiere. Because there is so much kicking in show (42 high kicks in one program) it is TV's most tiring chorus work.

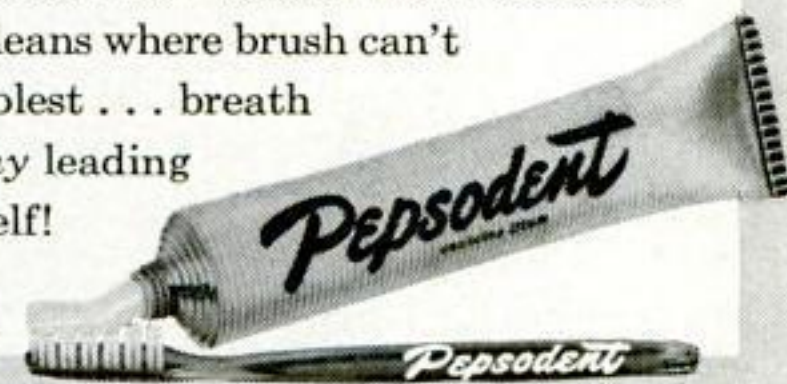


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## CLEAN MOUTH TASTE FOR HOURS

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ONLY PEPSODENT CONTAINS IRIUM



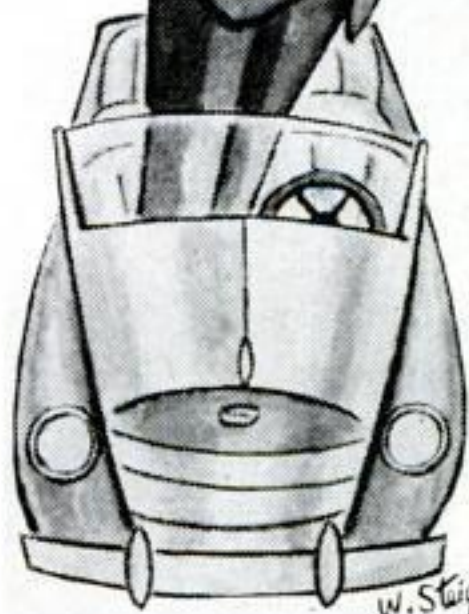
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ALL THE PEOPLE WHO WERE HERE ON THE 10th OF JULY 1945  
WERE HERE TO CELEBRATE THE END OF THE WAR IN EUROPE  
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FOR ALL THE PEOPLE OF THE WORLD. THE PLATE WAS  
HERE TO REMIND US OF THE SUFFERING AND DEATH  
WHICH CAME TO THE PEOPLE OF THE WORLD BECAUSE  
OF THE WAR. THE PLATE WAS HERE TO REMIND US  
OF THE NEED FOR PEACE AND FREEDOM FOR ALL  
THE PEOPLE OF THE WORLD. THE PLATE WAS HERE  
TO REMIND US OF THE NEED FOR A BETTER  
WORLD FOR ALL THE PEOPLE OF THE WORLD.





**PIONEER LEADERS** were George Fox (*left*), who founded the Society, and William Penn, who led Quakers to America.

# The Quakers



**CRADLE OF QUAKERISM** was the rolling uplands of northwestern England. Rock which was Fox's pulpit (*opposite*) is to right of tree in right background.

## A ONCE RAMBUNCTIOUS SECT CELEBRATES ITS 300TH BIRTHDAY QUIETLY REAFFIRMING ITS DEEP BELIEF IN THE 'INNER LIGHT'

In the spring of 1652 George Fox, a religious young man who called himself a Seeker after Truth, stood alone on Pendle Hill, a great barren promontory in northwestern England, and had a vision. "Ye Lorde lett me see . . ." he wrote later, "in what places hee had a great people to be gathered." Only a month later his vision was fulfilled. Speaking on Firbank Fell to a thousand other Seekers, Fox expounded his beliefs so powerfully that hundreds resolved to join him in a new society of faith. This was the start of the Religious Society of Friends, whose members are called Quakers and who this summer celebrated their 300th anniversary with a conference in England and a tour of Quaker shrines (*opposite*).

In a turbulent era marked by successive revolts against established religion, Fox and his followers represented the most radical departure yet seen. To them worship required no churches, ministers, sacraments or even services. The core of faith was not the outward authority of the

Scriptures but an Inner Light which they believed to be present in every man. When found and recognized, the Light established a direct communication between a seeker and God. Meeting in silence, the Quakers—the name was given by a magistrate whom Fox bade "tremble at the word of the Lord"—waited until one of them felt guided by the Inner Light to speak and give testimony to his faith.

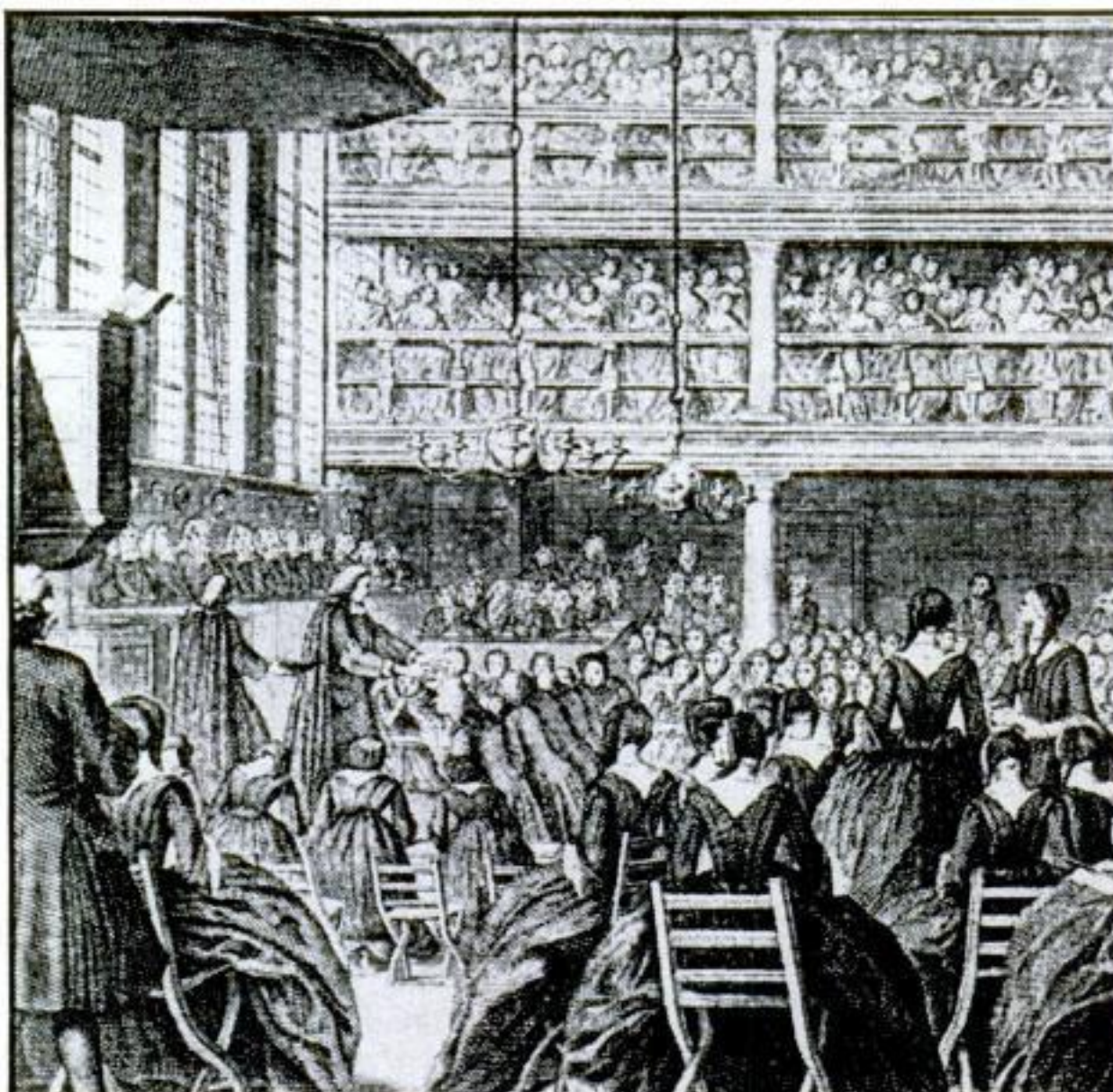
Outspoken and obstreperous in their early years, the earnest Quakers became known also for their plainness of speech and dress and for their frugality. By the time of William Penn they had begun to lose some of their crusading zeal. But even today their meetings have the spirit of one Fox attended three centuries ago. This one went a long time without anyone speaking. Then, according to a contemporary account, "George Fox stood up in the mighty power of God, and . . . several hundreds were effectively reached to the heart, and convinced of the truth that day."

← **WHERE FOX PREACHED** on Firbank Fell a group of touring Friends sits and hears a guide (*top*) explain how Fox approached the rock three centuries ago.

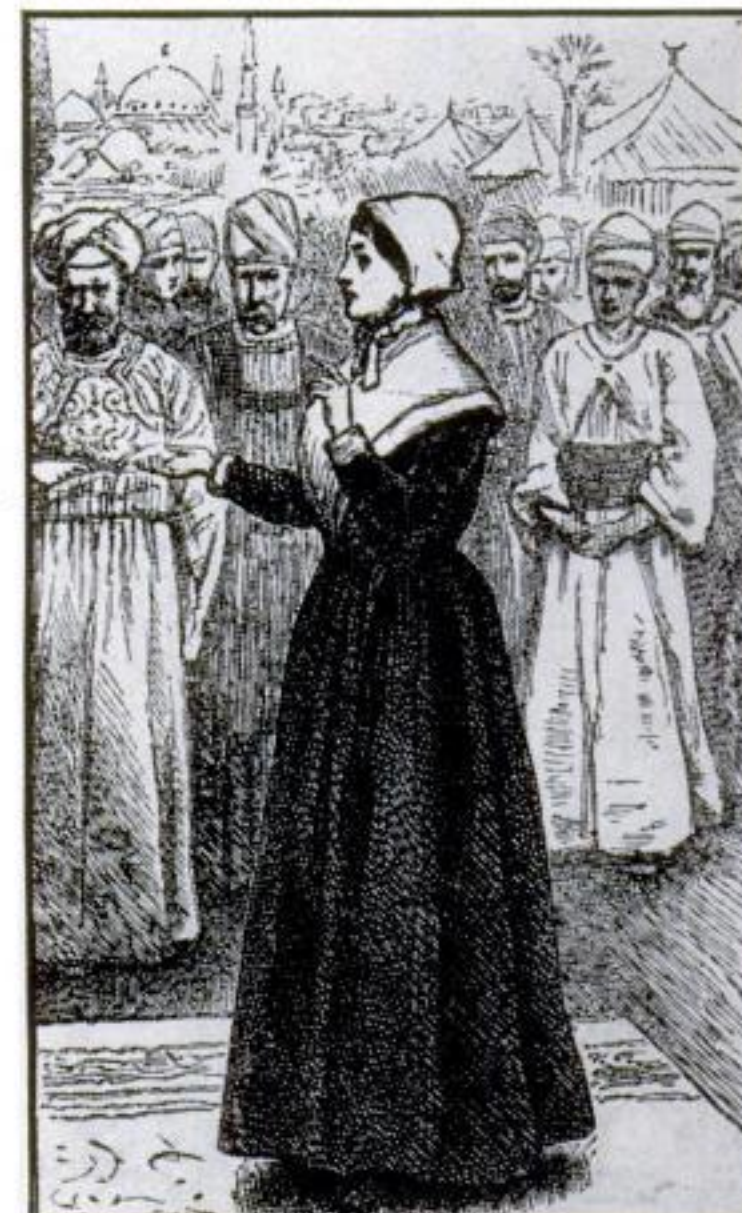




**TONGUE BORING** was meted out to James Nayler, who had himself led into Bristol on horse, imitating Jesus. Forehead was branded with a B for blasphemy.



**AMSTERDAM MEETING** in early 1700s is shown as crowded, although Quakerism never became strong there. Fox, Penn and others visited Holland, but atmosphere in European countries was not favorable. Today there are not more than 1,000 Friends on Continent.



**MISSION TO TURKEY** was made by Mary Fisher in 1657. Sultan invited her to stay, but she merely delivered an explanatory message, returned to England.

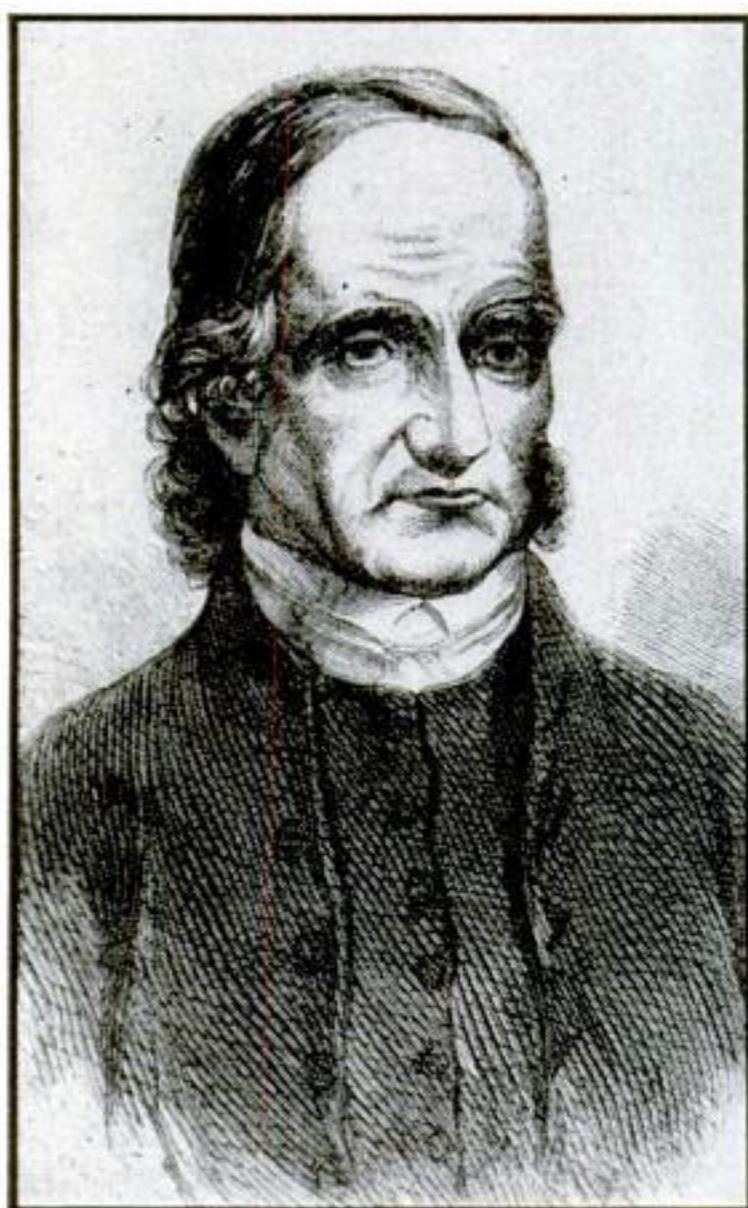


**PENN'S ARRIVAL** in America in 1682 took place near New Castle, Del. In Philadelphia he won admiration of Indians by joining them in feast of acorns and competing in jumping contest. Pictures like this habitually show Penn as portly, elderly man, though at the time of his arrival he was vigorous and only 38.

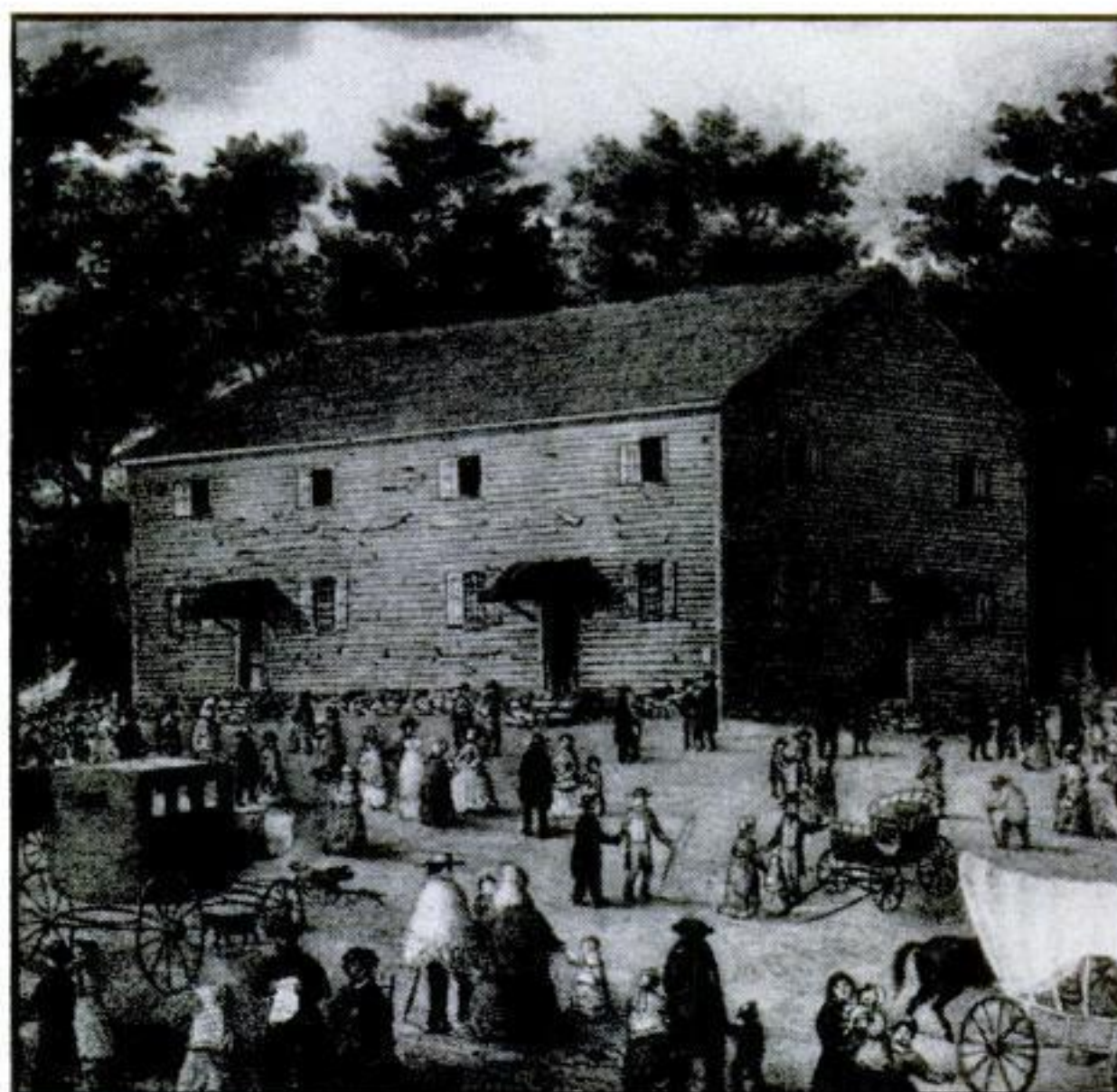
## Crusades, reforms

Because of their eccentricities the early Quakers quickly got into trouble. They would enter churches and argue with the minister; George Fox was once assaulted by a congregation which used both fists and Bibles to beat him up. Because they felt they should always be honest and would not set up a double standard of truth, Quakers refused to take oaths. One ardent Friend walked through an English town "naked, with a pan on his head full of fire and brimstone, flaming up in the sight of the people, crying repentance among them, and bade them remember Sodom." For such acts Friends were frequently imprisoned. In 1685 there were 1,400 in jail.

With England's Toleration Act in 1689 the persecution ended. Though this removed an obstacle from the Friends' path it also took away some of their driving purpose. Their attention, however, was already turning elsewhere. In 1656 they began coming to New England. When persecuted



**SEPARATIST** Elias Hicks and followers broke with Orthodox Quakers over doctrinal differences in 1827. The seceding group became known as Hicksites.



**EXPANSION** in America brought Quakers into southern territories like North Carolina (above), then later across the Alleghenies to the west. The Quakers were the first organized religious body in the Carolinas and at the end of the 17th Century they dominated the colony.



**ABOLITION PIONEER**, John Woolman, persuaded American Quakers in 1758 to disavow the keeping of slaves. By 1780 no slaves were held by Quakers anywhere.





**NEW ENGLAND MARTYR** Mary Dyer was sentenced by Massachusetts government in 1659, then reprieved. A year later she was arrested again, this time hanged.



**MOCKERY** of Quakerism was made by caricature of a 19th Century English meeting. Lines read, "With a sigh, or a squeak, or a grunt, or a groan—The Spirit inspireth everyone." Friends kept hats on during meeting except for prayer, saying they would take them off only to God.



**FOX IN AMERICA** preached under the famous Flushing Oaks on Long Island. Quakers still conduct meeting in Flushing, and a monument marks where oaks stood.

## dominate history

in one area (Massachusetts) they would move to another (Rhode Island or New Jersey). Quakerism's biggest blessing came in 1681 when Charles II granted a large section of land west of the Delaware River to a wealthy English convert named William Penn, to whose father the King owed a sum of money. Penn organized the territory, named Pennsylvania, along Quaker lines, guaranteeing religious freedom. Quaker rule and Penn's "Holy Experiment" came to an end in 1756 when Quaker leaders resigned from the colonial government in opposition to the French and Indian War. By that time there were about 25,000 Friends in Pennsylvania.

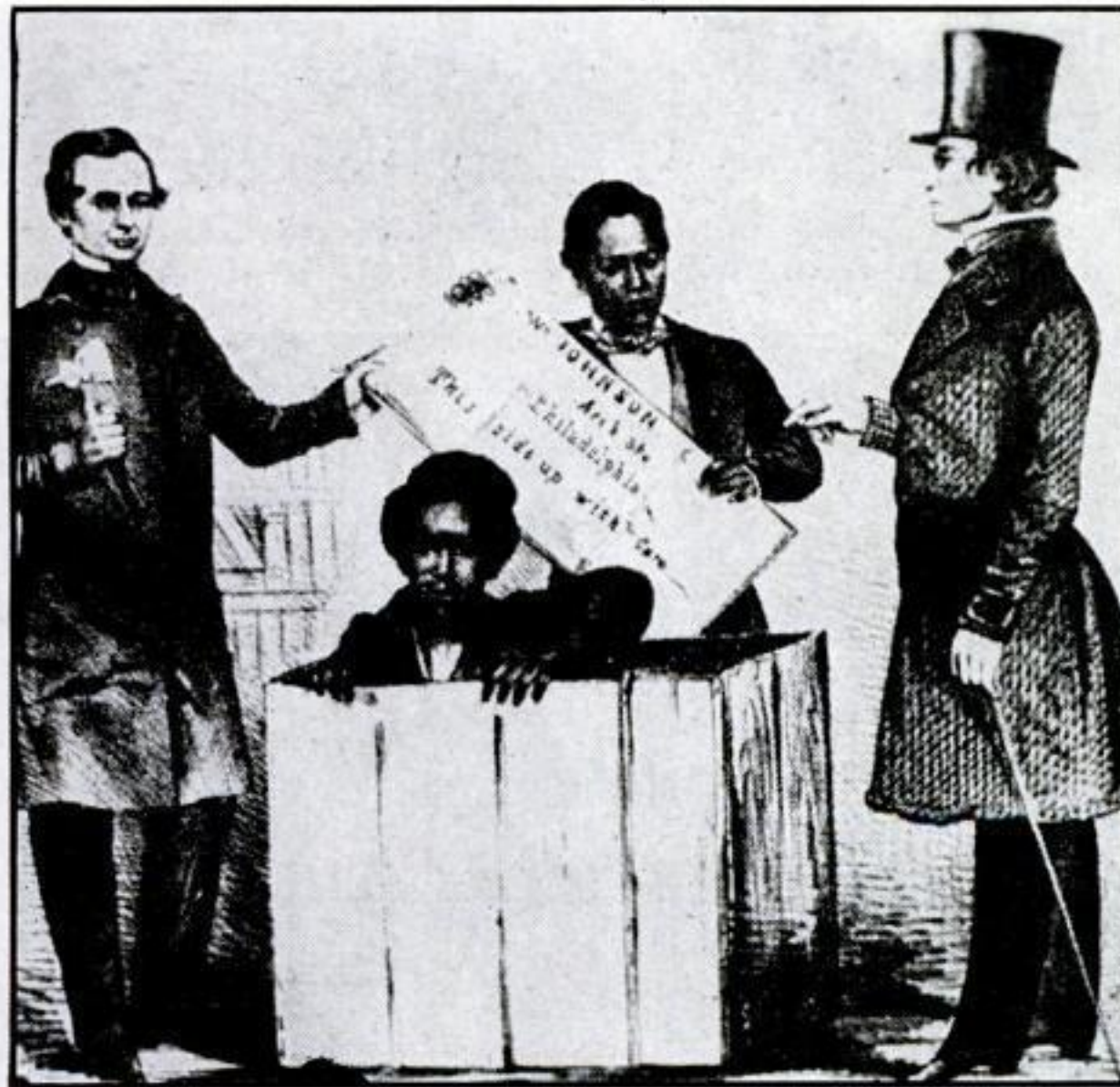
Though shaken by internal rifts, Quakerism has undergone few major changes in the last two centuries. But only when confronted with specific issues like slavery (*below*) and pacifism, on which they have especially strong feelings, have Quakers shown once again their old fervor and fire.



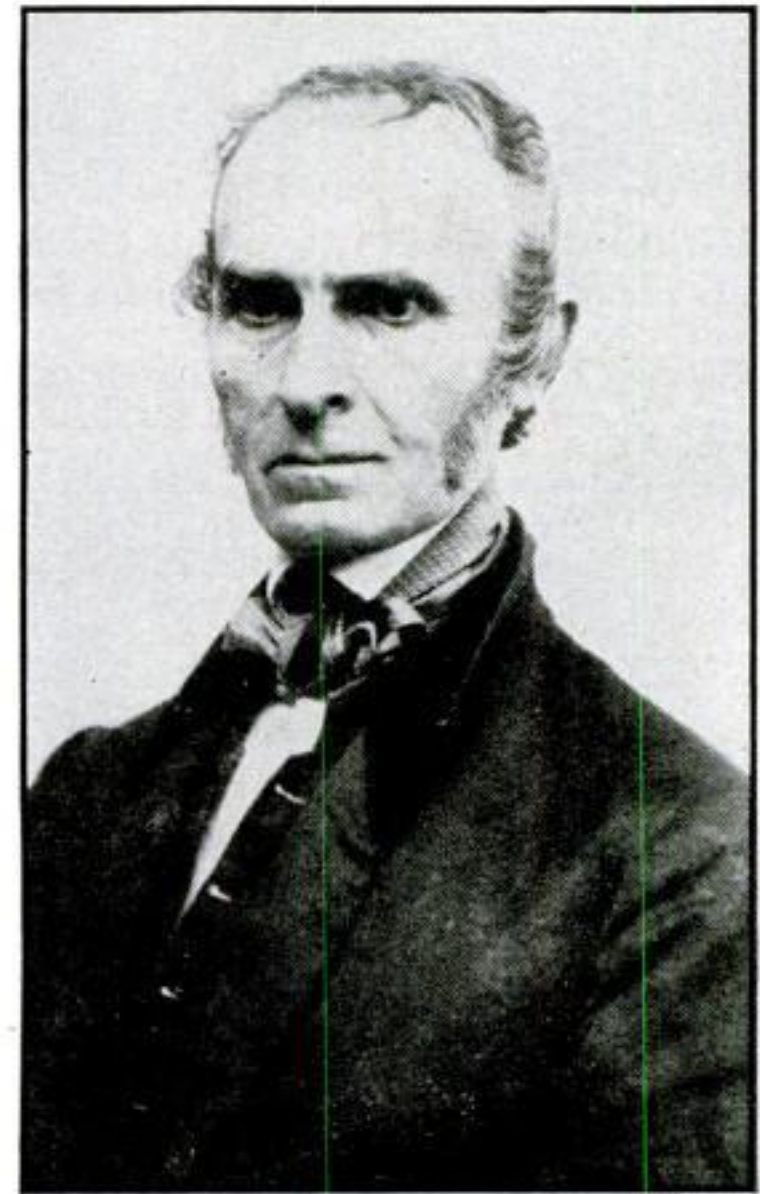
**PRISON REFORM** began to interest Quakers in late 18th Century. Through other leaders, Elizabeth Fry (*above*, with book) heard of deplorable conditions at London's Newgate Prison, formed a school there in 1813. With others she introduced penal reforms. Quakers also worked for better treatment of the insane.



**LADY ABOLITIONIST**, Quaker Loretta Mott, founded Female Anti-Slavery Society in 1833 after she was excluded from some all-male abolitionist meetings.



**UNDERGROUND RAILROAD** was operated extensively by Quakers before the Civil War. Here two gentlemen release a slave from a box addressed to a man named Johnson on Arch Street, Philadelphia, where one of the most famous Quaker meetinghouses still stands.



**POET ABOLITIONIST** John Greenleaf Whittier edited *The Pennsylvania Freeman*, wrote antislavery poems, was several times mobbed at antislavery meetings.





**NEIGHBORLY CHATTER** occupies Friends after meeting in London Grove, Pa. The London Grove Monthly Meeting was founded in 1724. Its present stone

meetinghouse was constructed in 1818. Members are especially proud of their huge old oak tree (*right foreground*) which was growing at time of William Penn.



**CLASS FOR GIRLS**, part of London Grove First-day School (Quakers call Sunday First-day, Monday

Second-day, and so on), sits by the Meeting cemetery, reading letters from Friends in other countries.



**PASTORAL SERVICE** differs from traditional Quaker meeting. It has minister, choir, organ, takes





**IN MEDITATION** Cathy Larmore, Margaret W. Thomforde and Edwin Buffington sit in London Grove Meeting. Someone

at meeting said, "There is a sense of expectancy about our meetings. We never know when or how God will speak to us."

## Activity centers in the meeting

Although a large number of U.S. Quakers, principally those in the Midwest, are "pastoral" Friends with ministers, set services and church buildings, the majority throughout the world worship very much the way Quakers did in the 17th Century. Congregations are known as Monthly Meetings (because business meetings are held once a month). They meet to worship once or twice a week in a plain meetinghouse (*left*) with one or two large rooms. Some meetings are begun with a short Bible reading, possibly by one of the "Elders" or more respected Friends sitting at the head of the gathering. Others simply start in silence as Friends "wait upon the Lord" for a glimpse of the Inner Light. Several

may speak during the meeting; sometimes only one person will rise; sometimes the silence remains unbroken through the entire session. After an hour or so the meeting ends with members shaking hands all around.

There are several Quaker groups within American Quakerism, the two largest being the Orthodox Quakers and the Hicksites. Divided on matters of doctrine and procedure, they cooperate on projects like the American Friends Service Committee (*next page*). They also have established institutions like the George School (*below*) and colleges like Haverford, Swarthmore and Earlham, through which they have helped maintain high standards for U.S. private education.



collection. Here First Friends Church, Indianapolis, Ind., takes in new members who stand in front.



**AT QUAKER SCHOOL**, the George School in Bucks County, Pa., students chat on lawn during

lunch hour. Half of students are from Quaker families, half not. All of them attend a weekly meeting.





IN NORTH CAROLINA MOUNTAINS MEMBERS OF FRIENDS SERVICE COMMITTEE PROJECT BUILD A COMMUNITY CENTER FOR CHEROKEE INDIAN RESERVATION

## Service has won them trust of all people

For all their odd habits, Quakers have come to be best known for their devotion to service. The American Friends Service Committee, founded during World War I, has done an extraordinary job organizing relief and service projects (whose object is never conversion) all over the world, earning respect and trust everywhere. Young people of other faiths frequently join Friends in activities like the one shown on this page.

Friends today worry that their number is barely increasing. There are 116,000 Quakers in the U.S. and Canada now as against 110,500 in 1934.

Henry S. Canby, whose interpretation of Quakerism appears on pages 102 and 104, is encouraged that young people are again seeking the Inner Light. The Quakers' pacifism, their drabness, their occasional smugness have irritated many who would admire them. Theirs is a difficult faith to grasp and hold; but it is immensely rewarding to those who embrace it. And their willingness to work, their stubborn defense of their opinions and their unceasing highmindedness have made the world's 175,000 disciples of George Fox an influence far out of proportion to their numbers.



**BAPTIST SERVICE** led by Cherokee preacher in reservation church is visited by project members.



**MUSICAL CHAIRS** helps break down shyness of Indian teen-agers at Friends party in schoolhouse.

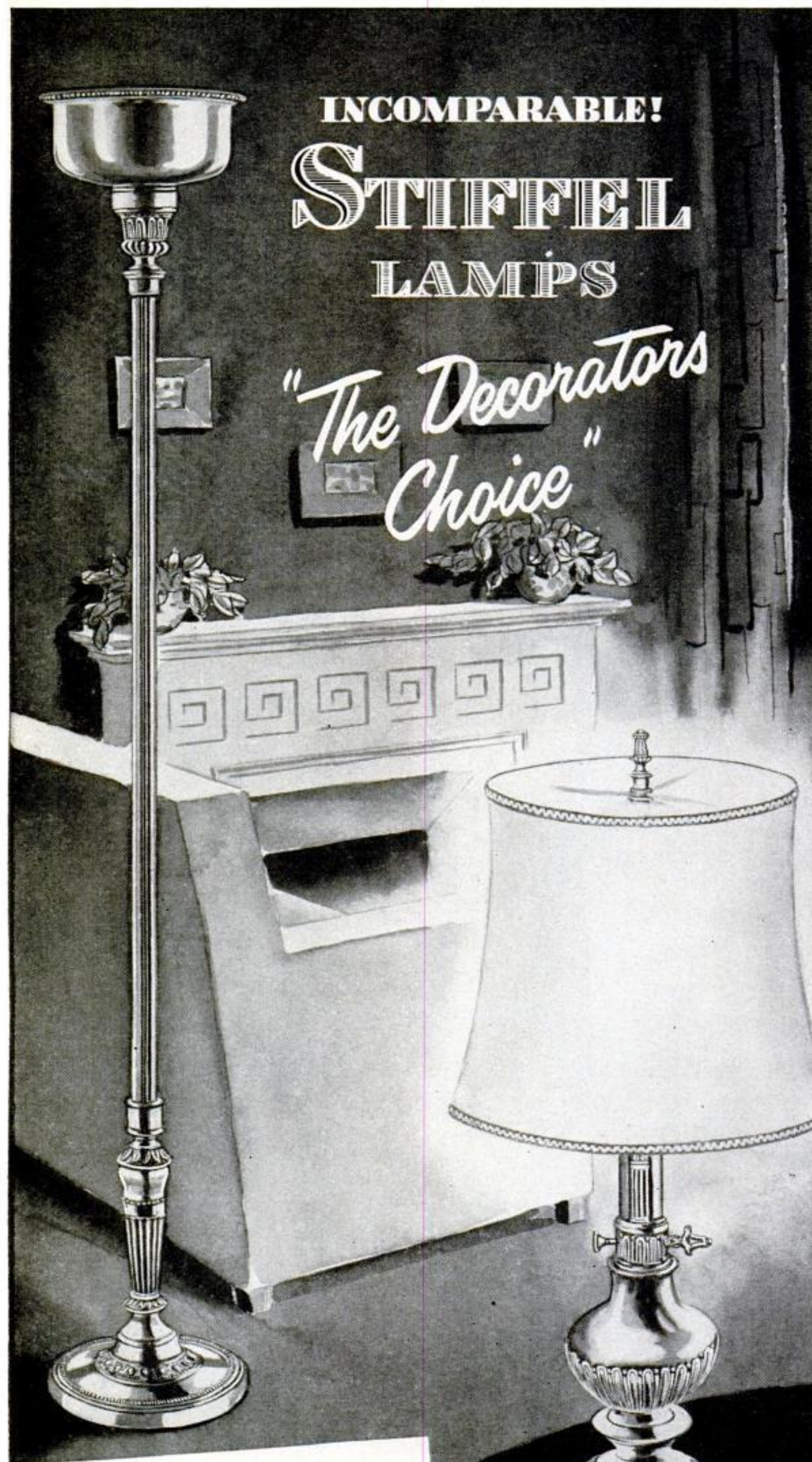


**JOINT PICNIC** for Cherokees and workers is for helping Indians absorb themselves into U. S. life.









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## Quakers CONTINUED



**HEALTH TRAIN** operated by Friends Service Committee after World War I was part of relief and medical help for Russians in area north of Caspian Sea.

## Admiring descendant sums up Quaker belief

*Although not himself a Friend, Henry Seidel Canby, critic and former editor, is the son of a Quaker, grew up in Quaker surroundings and has written extensively about the Friends.*

by HENRY SEIDEL CANBY

THE meetinghouse was and is the heart of the group mysticism of the people called Quakers. And the simple meetinghouse, with its mellow unpainted benches and quiet air spaces above, sheltered from distraction the minds of those who were seeking in peaceful communion the Inner Light. There had to be a meeting place for those who craved a direct experience of God in their own souls, and best found it, not in deserts like an anchorite nor at an altar served by a priest, but in a communion of friends. Even as a boy facing the older Friends, always seated on the raised seats at the front, I knew that this was an experience, without guessing that experience was the center and cause of this religion.

The Inner Light was not an idea or a conversion. It was a sensitiveness, an opening to a powerful influence, always inward, but coming from a spirit everywhere present and waiting upon all men. It was not thought but felt, and its experience was often described by the Quakers as a "tenderness" and expressed, when it was expressed, by a concern that all should feel this intimacy with God. It was a joyful emotion which brought both power and peace. Peace was reflected from the faces of those who shared it. And if any Friend was moved to testify of his particular experience his voice had an urgency and a power and often a sweetness which made crude words and stumbling delivery eloquent. Sometimes the Light did not shine, and then the meeting was "dry," peaceful but not powerful. But even when not moved to testimony the meeting, in my experience, carried its blessing by a shared peace. Its peace was symbolized by the handclasp between the Elders which always closed the meeting. They and the others had become Friends in the highest sense by a common experience of God.

I can still see myself as a tousle-headed boy, quieted by the communal silence of the meeting, but restless. The two old Friends who sat together on the facing benches had too much peace and endurance for my arrested energies. Would their hands never move, would they never turn one to the other! Finally they did, and we boys did not begin to shove and punch until we were back in the schoolyard, and then, what scurrings and yowls! But after meeting was never like before meeting. Something had happened to every one of us. To me, at least, much indeed, although it took years of remembering to realize what.

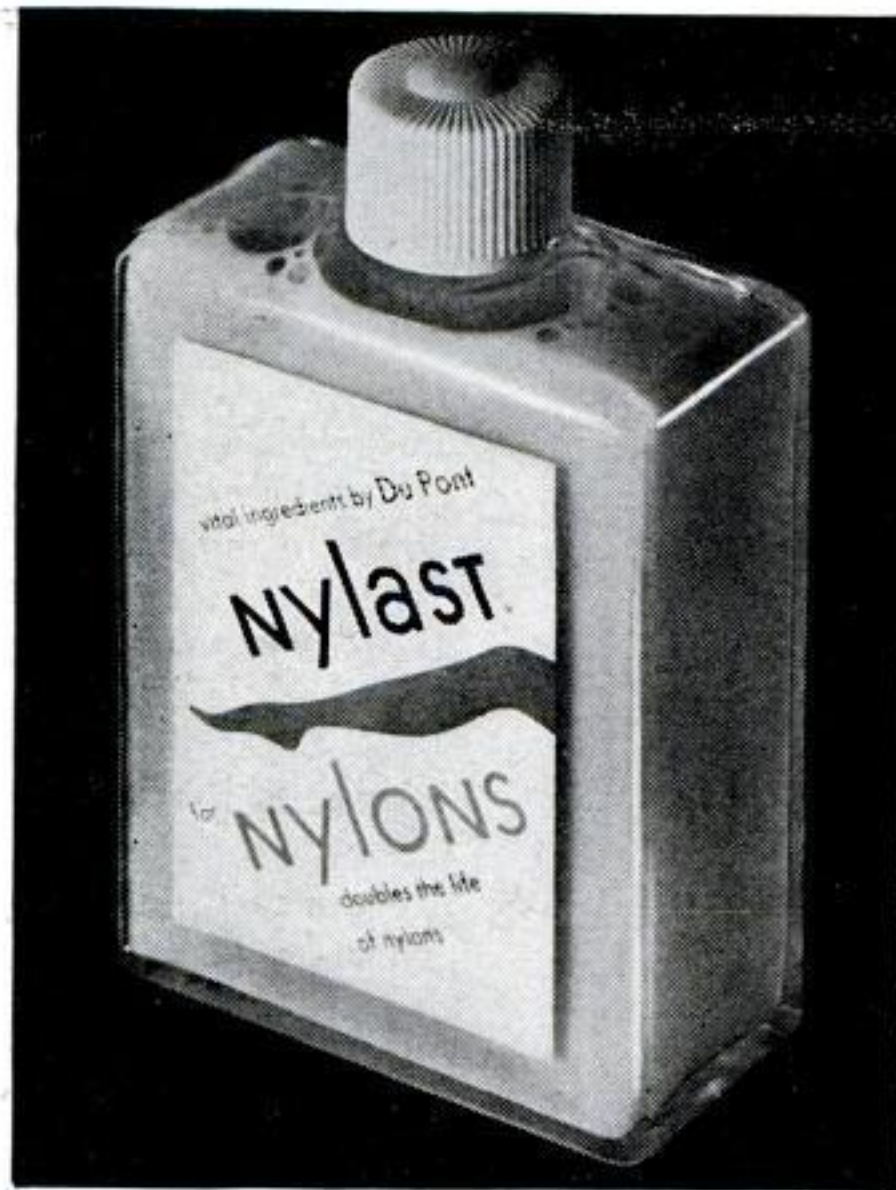
Spiritual experience of a singularly "penetrating" and transforming kind was the first tenet of Quakerism. For the Quaker's experience



CANBY edited *Saturday Review of Literature* until 1936.

CONTINUED ON PAGE 104





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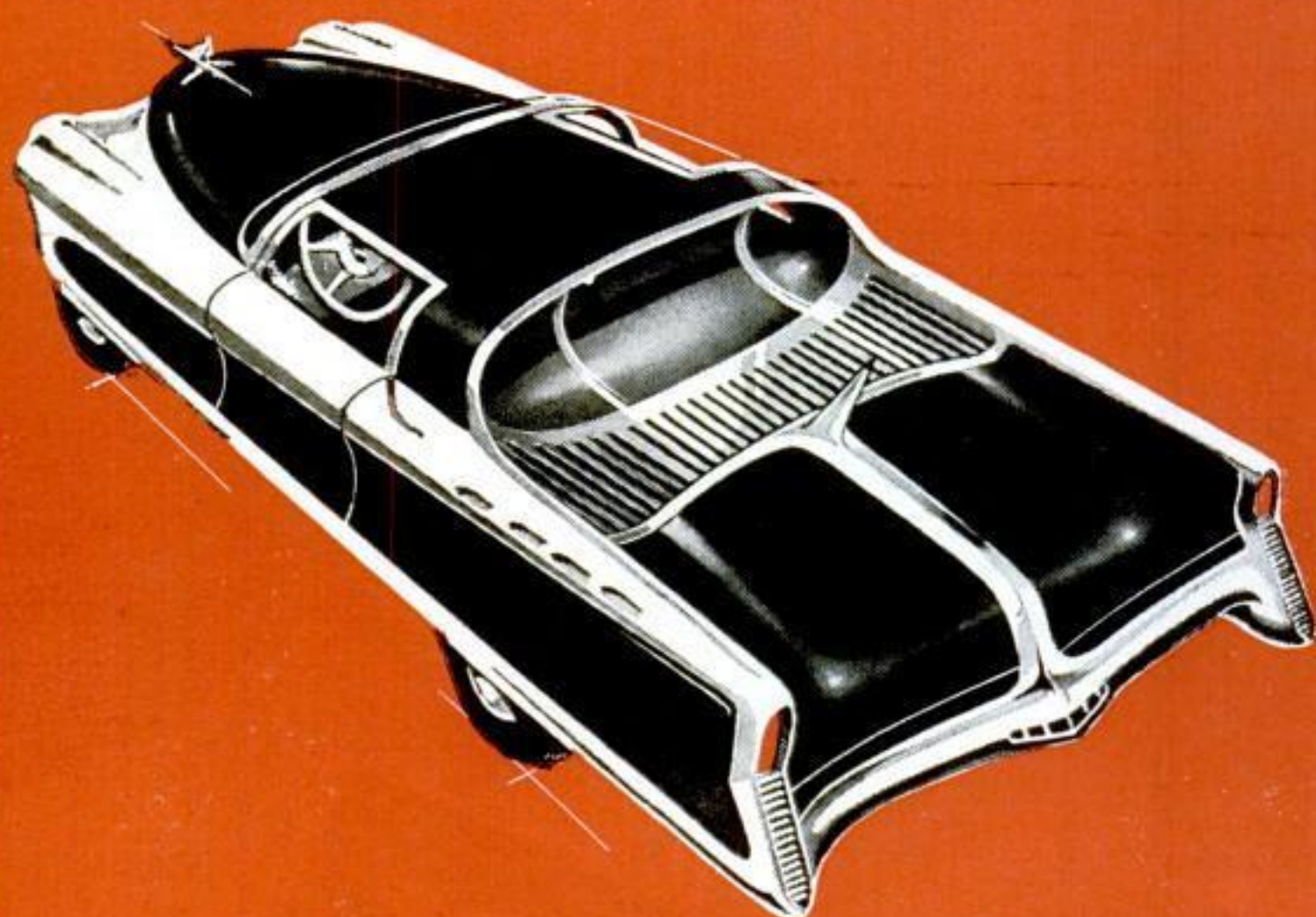
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*Paul Rand*

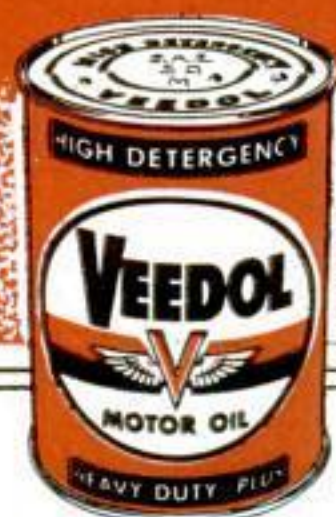
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## Quakers CONTINUED

was first-hand, individual. There was no intermediary between men's souls and God but Christ, who was the Inner Light.

The second tenet of Quakerism was named the Discipline, a way of life which kept the channels of the spirit open to God. Granted that in every man there is a possible direct access to the spirit of God, yet there is still the danger of conflicting testimonies. Worldly passions, the pride of intellect, weakness and intolerances, hate aroused and love turned selfish—any one of these could have turned the Quaker harmony of experience into a babel.

The Discipline of the Quakers is a simplicity of living which keeps the soul open to the movements of the Spirit. It is that restraint (rather than denial) of the passions, which shows so clearly in the faces of the old Quakers in daguerreotypes or paintings. It is felt in the check upon vanity of clothing, in the moderation of language, in the firm refusal of violence.

But no living faith is immune to change. I should say that the faults of the Discipline were serious if not inevitable. Simplicity is well enough, but simplicity in what? My own experience as a youth came in the time when the noble determination of the Quakers to live like simple people had become a kind of archaism. Youngsters in the back seats of the Meeting faced elderly men and women in collarless coats and ritual bonnets, all drab and gray. It was depressing;

what was worse, it seemed and was irrelevant to the modern world. Actually what they were wearing was the conservative costume of an earlier time. The Meeting had made a rule out of a custom, and, more seriously, and in order to preserve their singularity and harmony, they insisted that Friends should marry only Friends. My father refused to express regret when he married a Presbyterian (and a very sprightly one). The Elders, who called upon him, recommended that he be dropped from Meeting, and I, the unborn, lost my birthright as a Friend.



RUFUS M. JONES was a leading 20th Century Quaker.

When I went to Friends' schools one of the great arts was never mentioned. There was no piano in the school, no singing, no suggestion that music was

one of the great outlets for the emotions. This was the Discipline become petrified. My great-grandfather was an inner rebel against the Discipline. He had a son who played a fiddle behind the barn. His father heard the tortured strains: "Does thee play the fiddle?" "Yes, father." "Is it a good fiddle?" "No, father." "Here is \$5 to buy a better one." (Fiddles were cheap in Delaware in the 1850s.)

But there was another result of the Discipline much more complex and more involved with the changing society in which we have all grown up. Why did Quakerism, which began as a young man's religion, become in our day and until recently an old man's peaceful faith? What clearly happened was a "dryness" which made difficult a vivid experience of the Inner Light. In America Quakers were probably our most generally prosperous immigrants. If a Quaker made industry a part of the simple life, refused the luxuries of rank and privilege, and made kindness his virtue—well, he was quite sure to get rich and, in a favorable environment, very rich. By the mid-19th Century the Elders of the Meeting, now rich, content, comfortable and conservative, were not likely to maintain Quakerism as an essentially radical religion. Nor did they.

And yet, so lasting was the idea of the Discipline, so powerful was the religion itself, that those long and early exposed to it seldom broke entirely away, no matter how deceptive might be their outward behavior. I suspect that there are hundreds of thousands like myself, who have never formally joined the Quakers, who, if put upon their final test either by disaster or the fear of death, will fall back naturally, powerfully and hopefully to that personal reliance upon a direct experience of God, which for them is like Extreme Unction for a good Catholic.

And Quakerism is again becoming a young man's religion. Its strength is being renewed in a vigorous humanitarianism which in these years of distressing conflict has won the respect of the world wherever it has penetrated. Speaking from the outside looking in, I should say that the "power" of the religion of Quakerism has not yet been renewed in the same measure. Yet the Quakers, whose humanitarianism in tolerance and friendliness goes beyond military and political lines, are still, as they used to be called, a "peculiar people." They still do not teach an ideology, even their own, but try to bring men, and particularly unhappy and unfortunate men, to the truth and mercy of the Teacher. The Inner Light for them is a felt unity behind the appearance of our modern devastating diversity.





## Hush-a-bye

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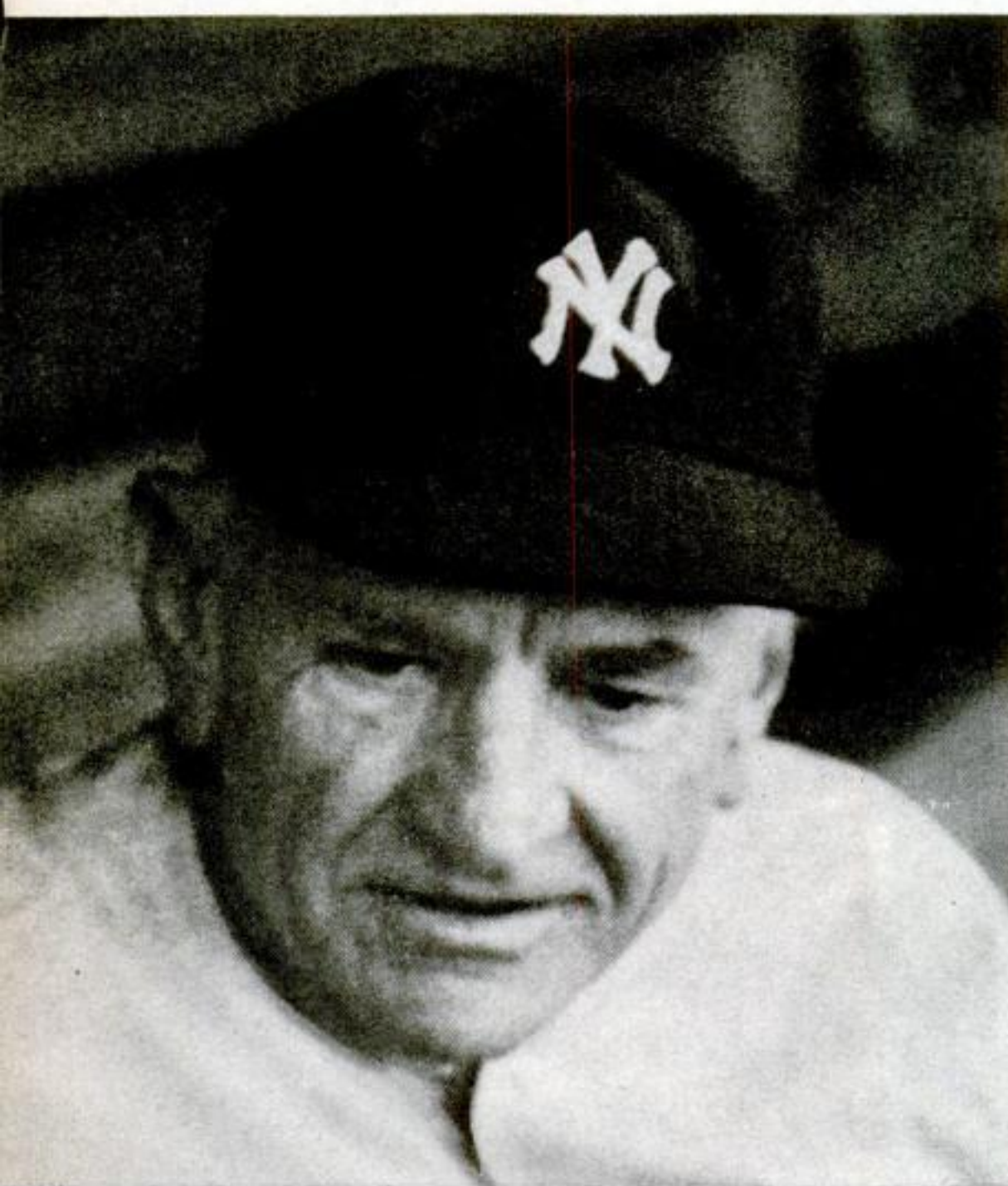
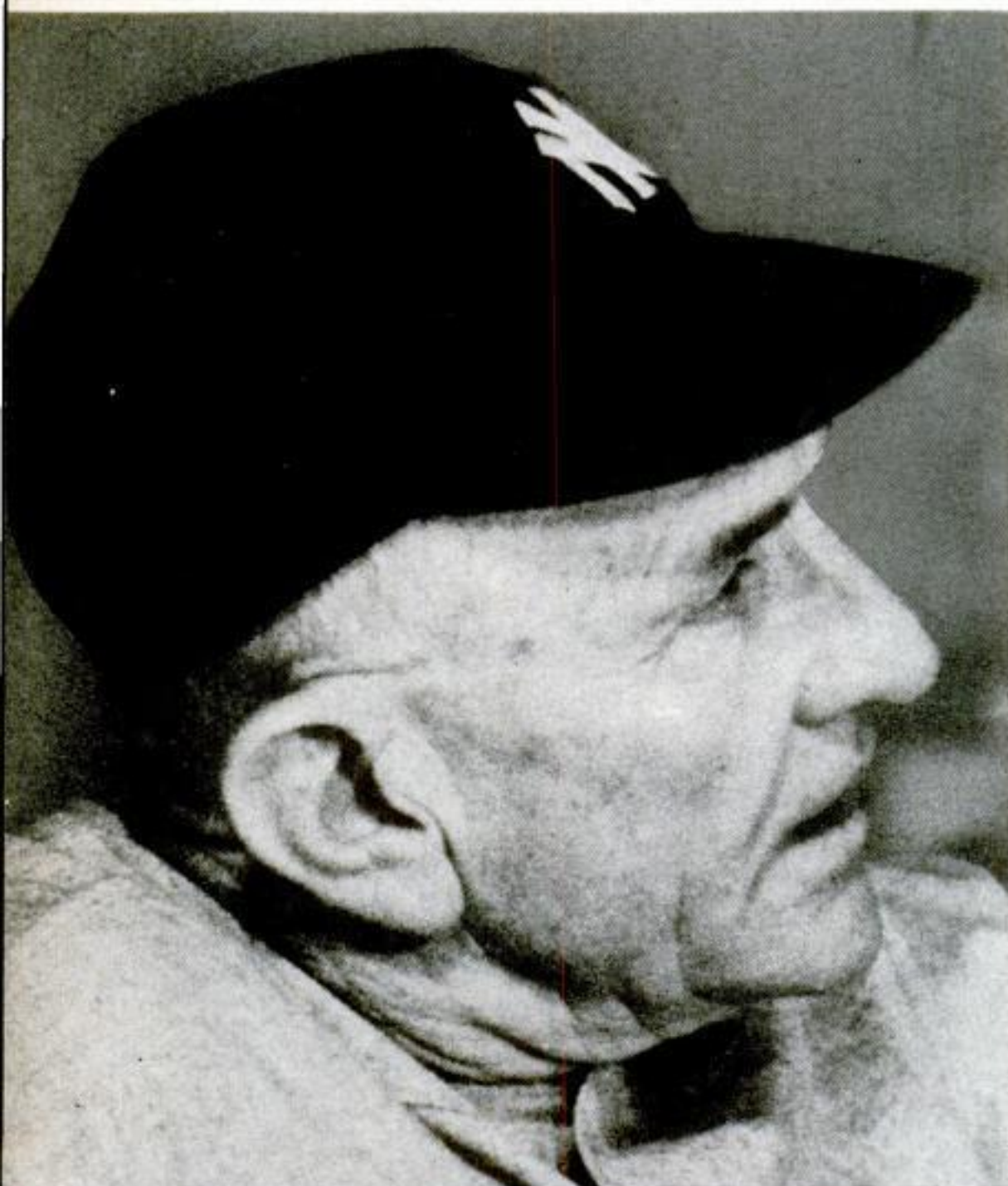
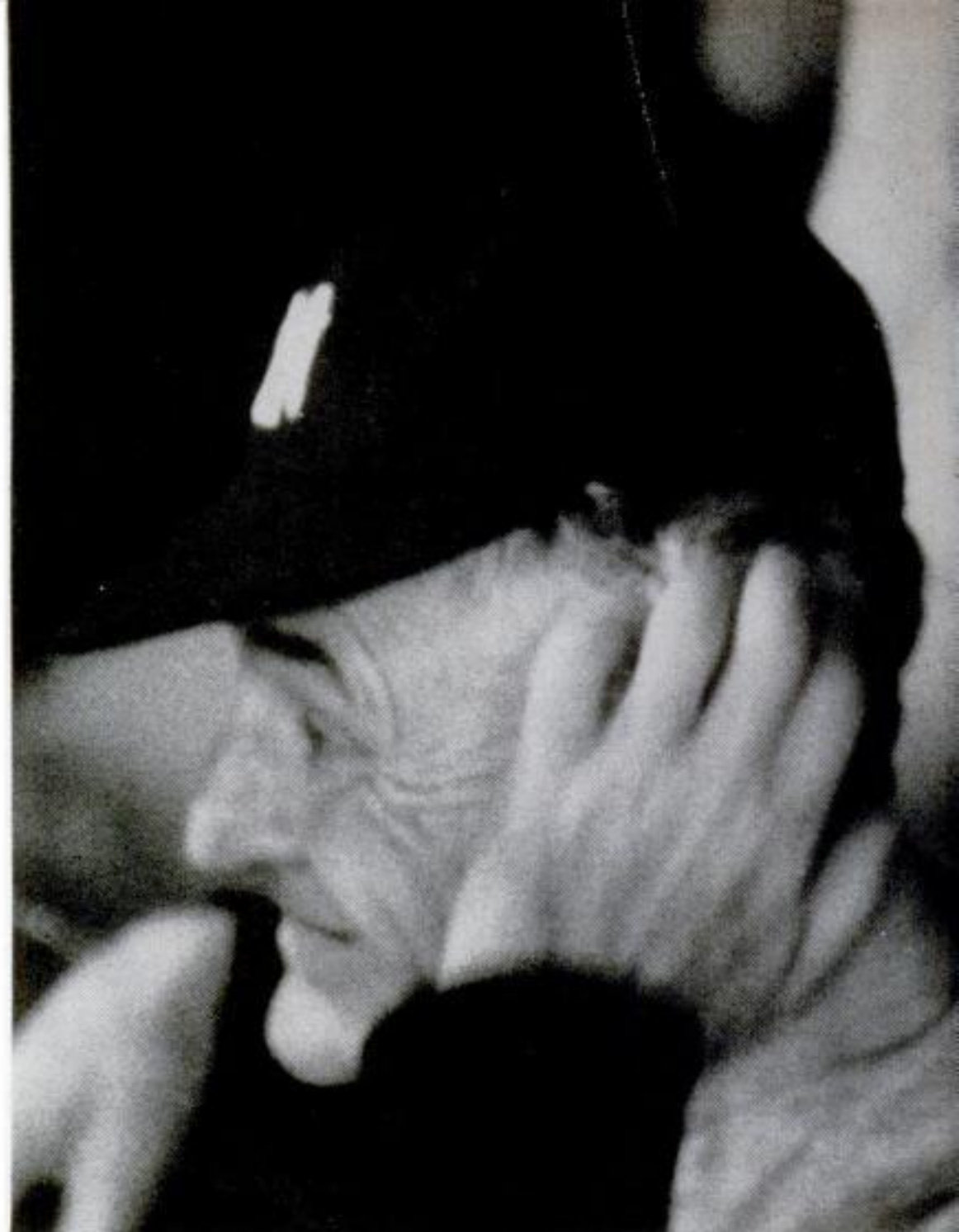
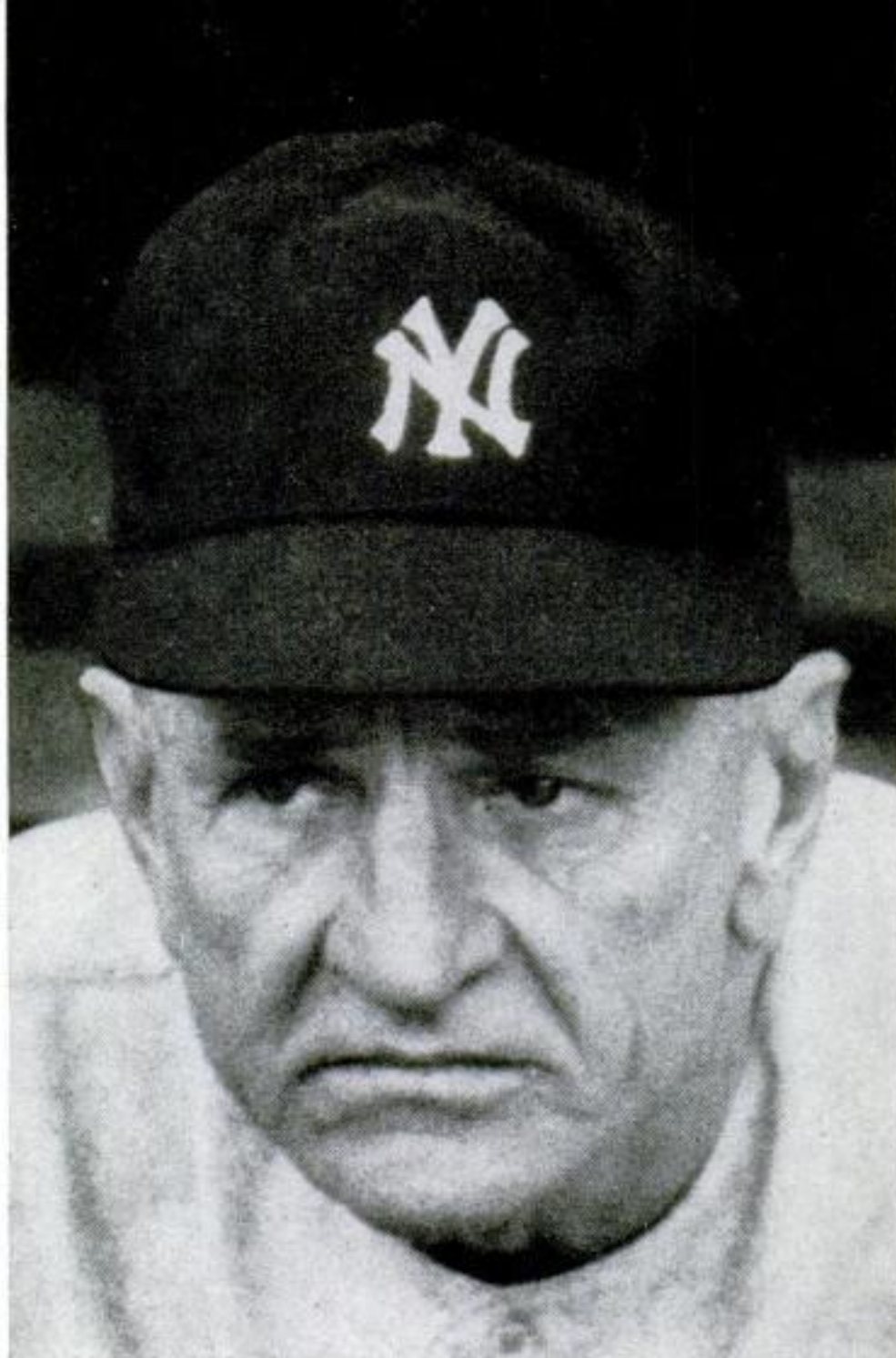
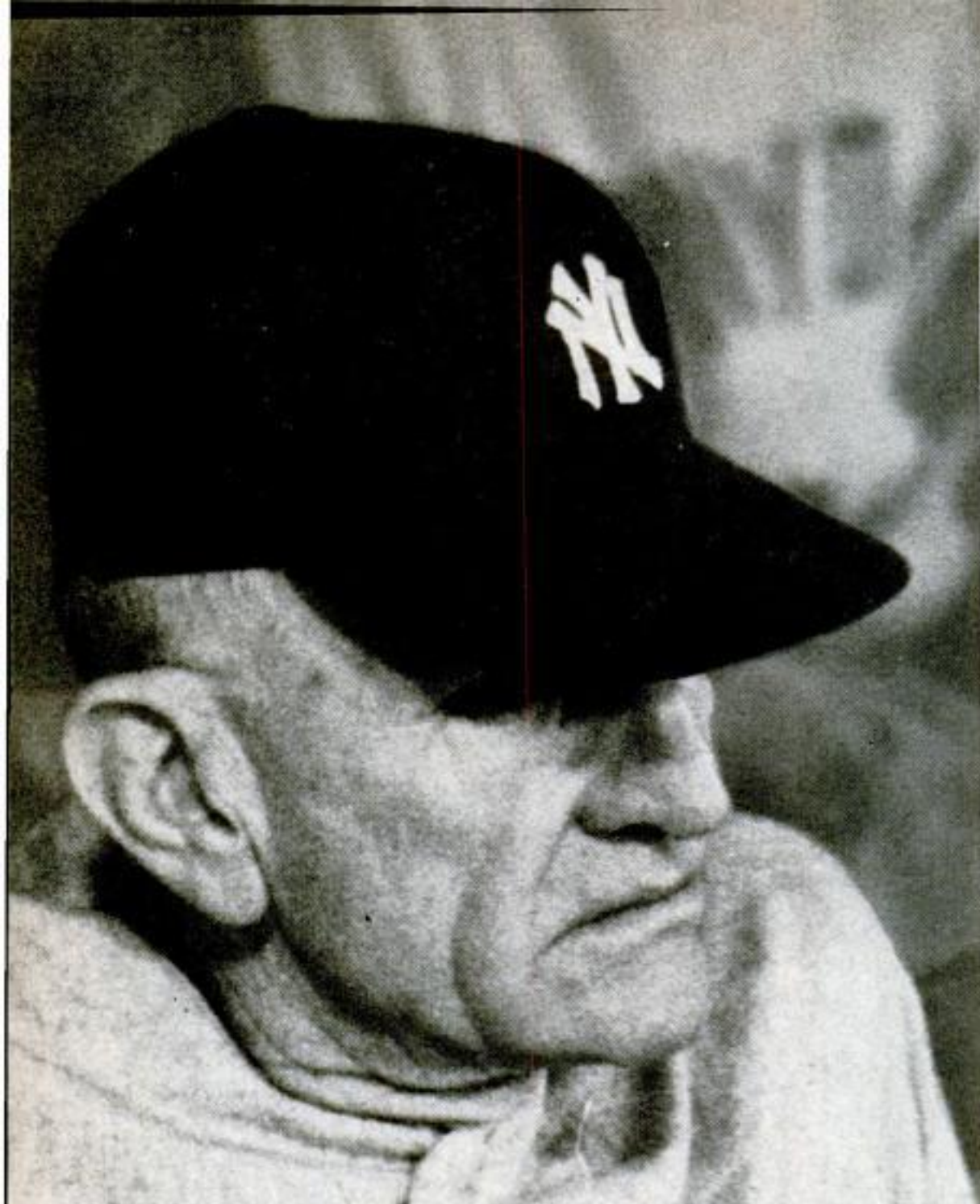
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# Lend an Ear

YOU'LL GET IT BACK BATTERED AND BEATEN,

by CLAY FELKER and

**T**HE finest theatrical performance in America, bar none, is put on absolutely free of charge by a gray-haired, weather-beaten old gentleman with the appropriately histrionic name of Charles Dillon Stengel. It can be seen any night from March to early October, in whatever part of the country the New York Yankees happen to be training or playing. All you have to do is wander casually into the lobby of the Yankees' hotel—or, if the Yankees happen to be on a losing streak, into a nearby saloon. The locale does not matter at all; the act requires no props and no costumes except the one worn by the old gentleman, and the only requirements are adequate floor space and a reasonably silent and attentive audience. Given these modest requisites, he can spring into action anywhere, with a repertory that seems to be inexhaustible. For the elderly gentleman, besides working as the fabulously successful manager of the Yankees under the *nom de dugout* of Casey Stengel, is also a monologist, mimic, dialectician, pantomimist and acrobat of remarkable talent. As a manager he has no equal today; as of this moment he has the Yankees there or thereabouts, and if he takes the pennant he will equal the four-in-a-row record of such other legendary managers as John McGraw and Joe McCarthy. But he is gifted with a marvelously elastic and outlandish face (*see photos on this page*), a propensity for eloquent gestures, and is even better as an entertainer.

A typical performance this year was presented in the lobby of the Sheraton-Cadillac Hotel in Detroit, a setting of such quiet comfort and splendor that it helped inspire Old Case to new heights. As soon as a sufficient crowd of newsmen and players had gathered in the cool of the evening, he was off like a whirling dervish. Artfully dodging bellboys and more inhibited patrons, he flew from

wall to wall catching imaginary fly balls. He clutched his stomach, fell down and was Phil Rizzuto blocked by a runner at second base. He leaned into an imaginary dugout and caught a foul for Catcher Yogi Berra. He climbed a wall and made a great catch by Center Fielder Mickey Mantle. He thrust out his chin, which juts two inches in front of all the rest of him in repose and a good five inches in action, and took a cut at the ball with his long apelike arms. The ball sailed for a towering homer that carried far over the heads of the astonished clerks at the reservations desk. Then, after jogging around the bases with the winning run, he tired of reconstructing the day's game and turned to imitating the windup and hesitation pitch of the Browns' Satchel Paige. Beyond doubt it was one of the finest Stengel performances since the younger days when he could re-enact an entire double play, including the parts of the two base runners.

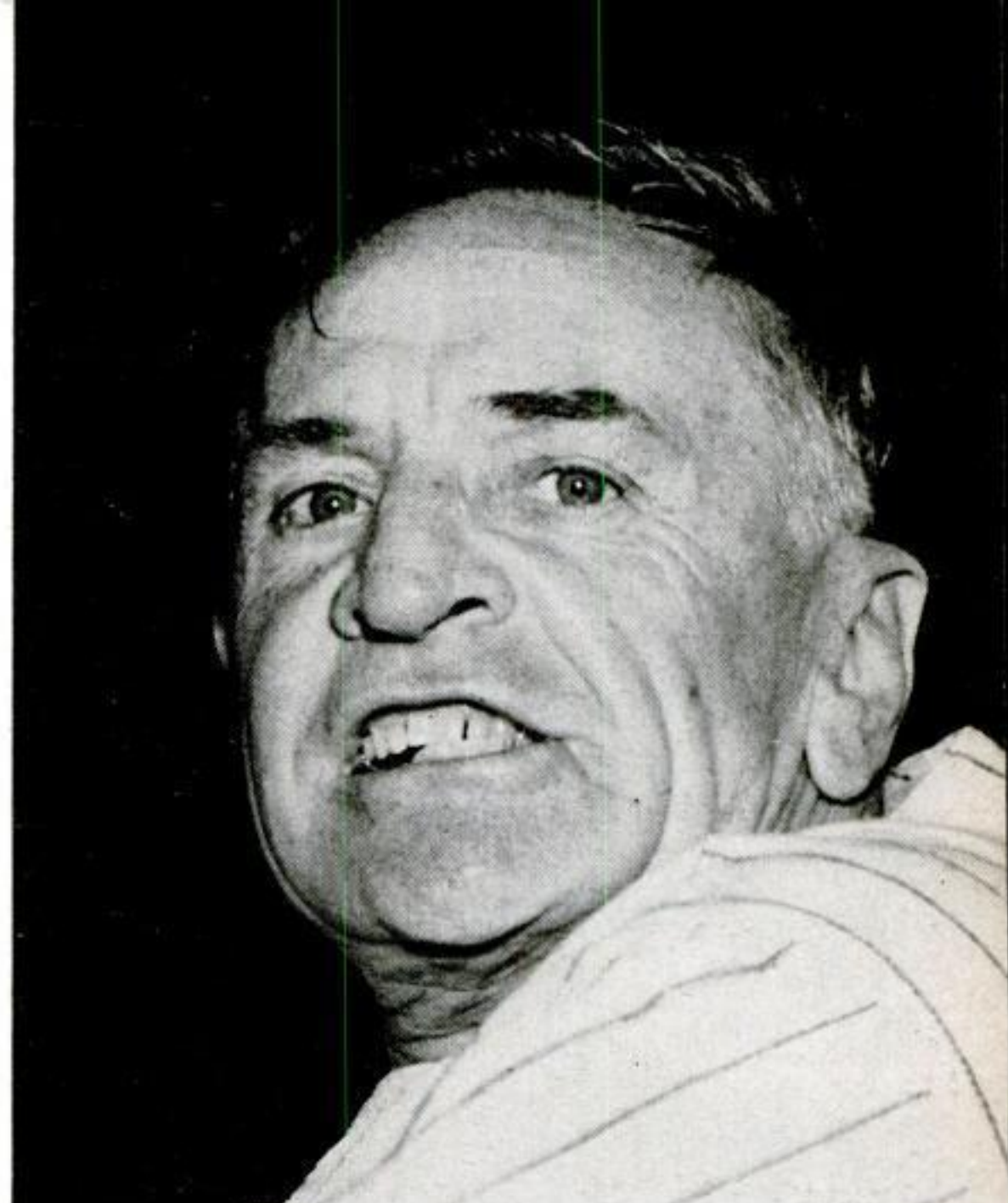
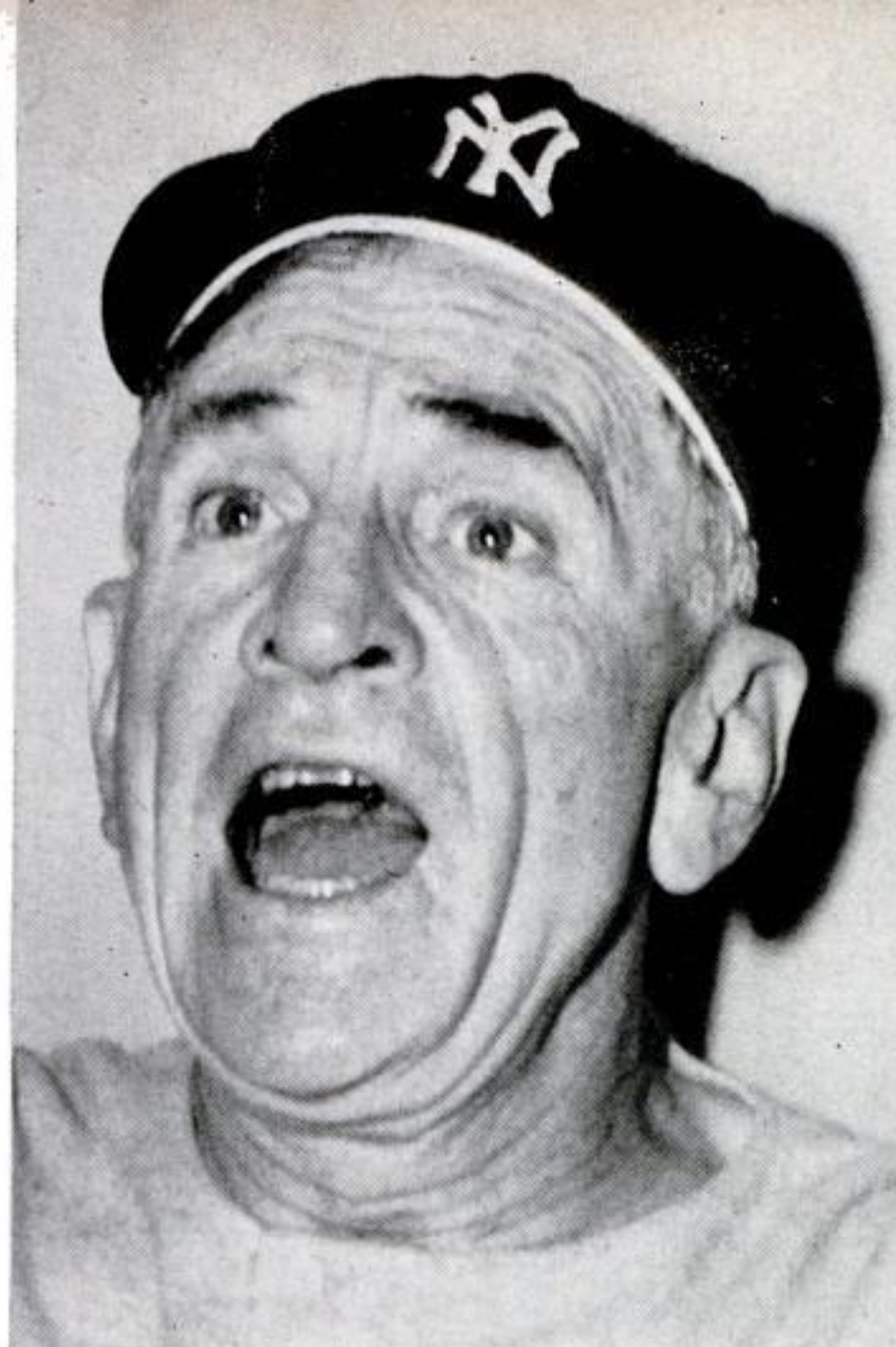
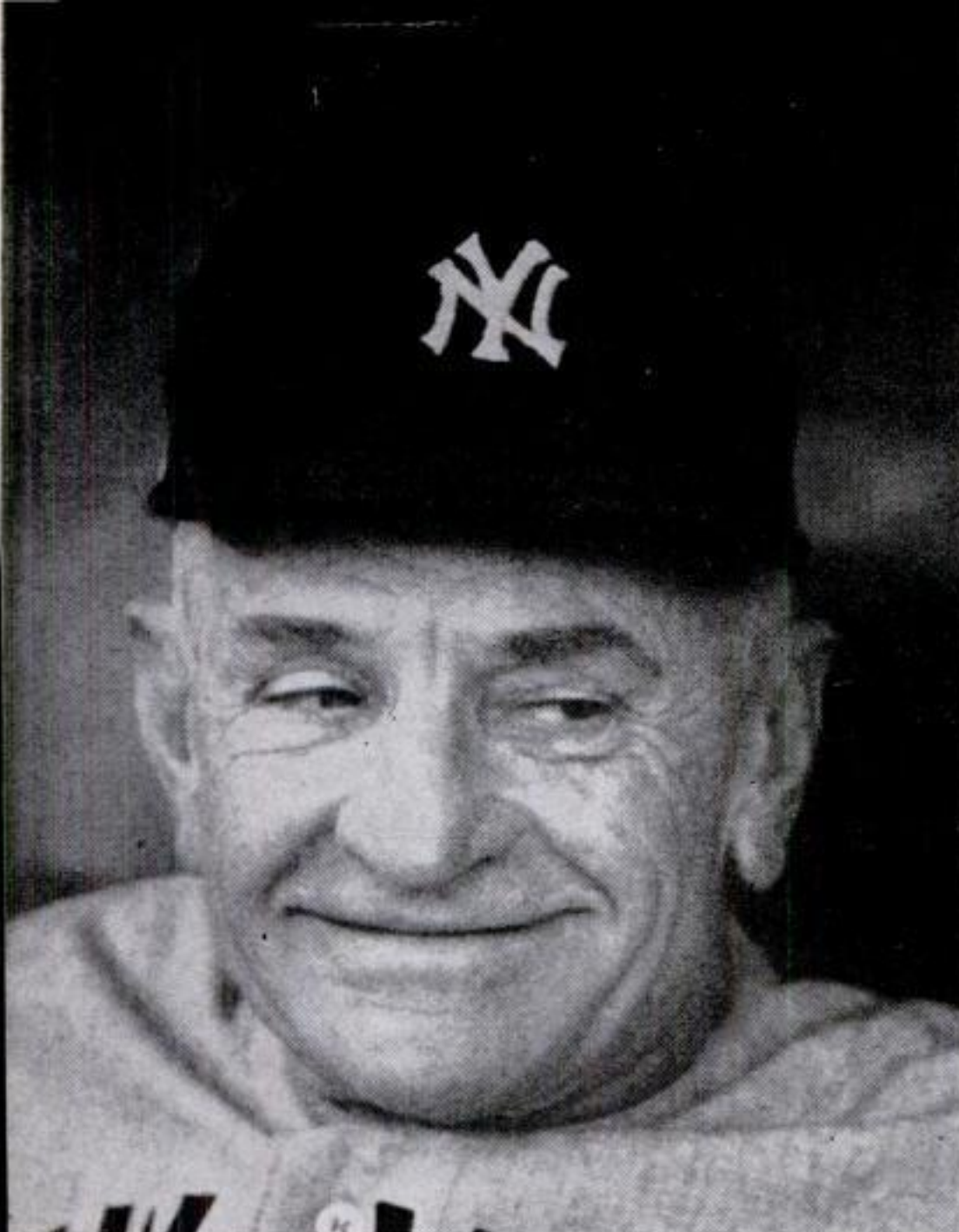
'... An athalete I had ...'

**T**HE night was warm and the illustrated lecture strenuous; there was a brief pause while Casey removed his jacket of tan, green and orange plaid and folded it neatly over the bell captain's stand. The bell captain did not mind at all but continued to watch with open mouth, doubtless neglecting several urgent phone calls from patrons with luggage to be moved, while the next phase began. "Best man I ever had on tag plays," said Casey while suddenly turning into an infielder, "was an athalete I had at Boston. Never saw anything like him. Put the ball on you fast and never got it kicked out of his hands."

Whang. The ball flew into second base. Casey caught it and leaned down for the tag. Runner out.

"He didn't bring the ball down on the





# to Old Case

## BUT NOBODY TALKS BASEBALL LIKE STENGEL

ERNEST HAVEMANN

runner and leave it like a mustard plaster hoping to stick there."

With a snort of contempt Casey made a sloppy tag. A spectral foot came out of nowhere and kicked his arm. With sad eyes he followed the ball up and away, apparently into a chandelier. Runner safe.

"No, sir. He used a sweeping motion and got that ball away as soon as he tagged him."

Clumping around the sofas on his stumpy legs, Casey snagged throws from the catcher and from the outfield, slapping the ball on imaginary runners who came hurtling into second. You could almost see the spikes fly.

"Yes, sir, I never saw anything like him." A grunt, and another runner bit the dust. "That guy done that to my man in the series, you know." (This was Stengelese for "Getting back to how a runner can kick the ball out of a fielder's hand, Eddie Stanky did it to Phil Rizzuto in the 1951 World Series.") "Pretty good on tags, but come to hitting or fielding he was in trouble." (Stengelese for "Now I'm talking about this Boston player again. He was terrific on tags, even though he couldn't do anything else.")

"Here we go again. Whoops." The ball flew into second. Casey grabbed it, swept his glove across the runner's foot for one graceful instant, and then lifted it quickly out of the way. "Let's see you kick that one!" The ball flew in again. "Gotcha!"

Finally Casey stopped, bowed to the bell captain and put his tan, green and orange jacket back on. "Goodnight, gentlemen."

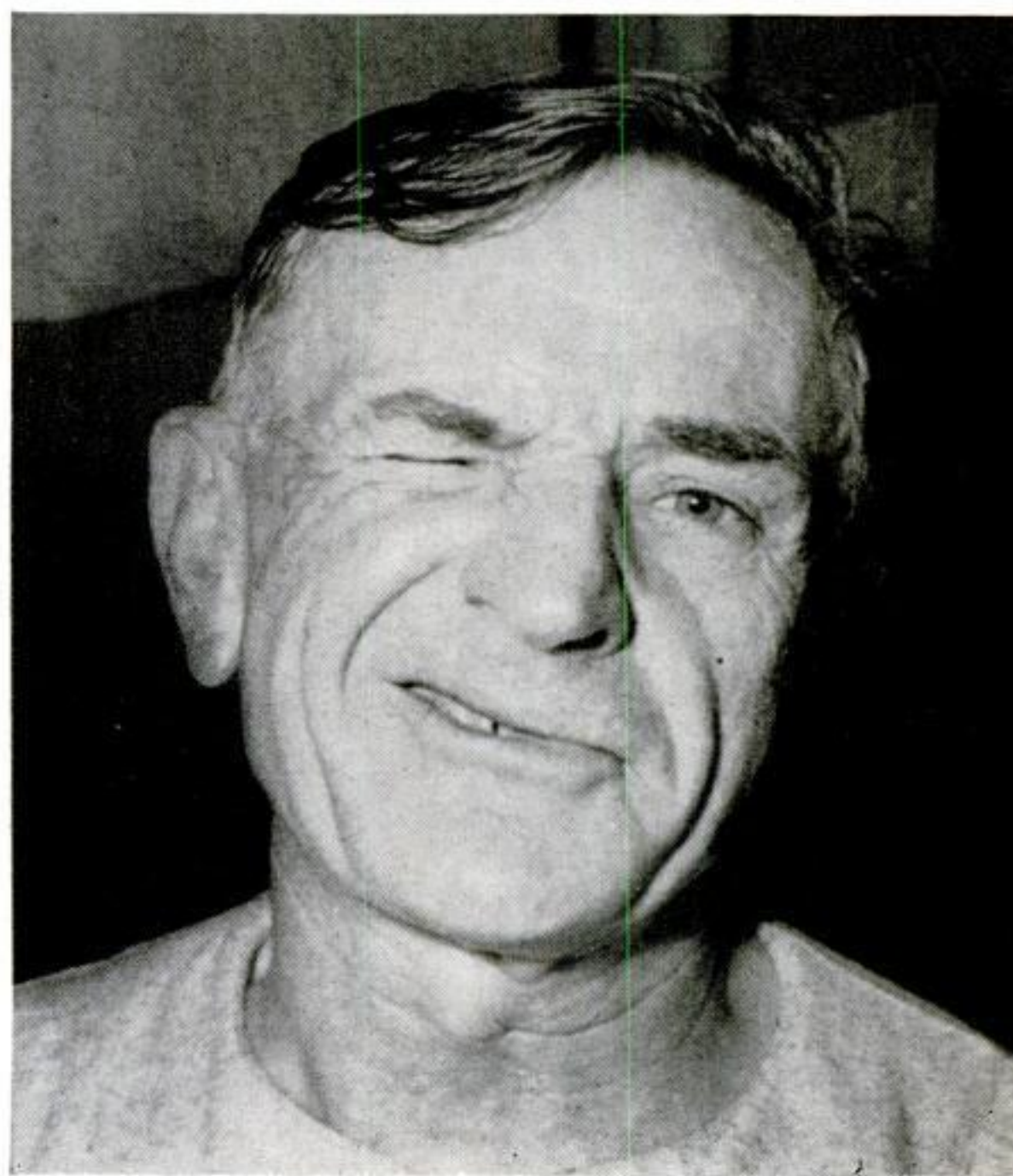
As he departed toward the elevators, a sports reporter remarked, to no one in particular, "I don't know why a man in his position wears suits like that. Sometimes he looks like a burlesque comedian—but if you listen to him long enough, you'll learn a lot about baseball. I learned things tonight about tag plays that I never heard of before." The bell captain nodded and seemed

to be repressing an almost irresistible urge to applaud.

The only trouble with listening to Stengel is that it requires a great deal of endurance. Stengel loves to talk; indeed he is probably the most indefatigable talker in the world, at least of the male sex. He can hardly stand to remain silent even for a minute. When someone interrupts to ask him a question, he is so impatient to reply that the bloodless lips of his seamy face work in and out; his jaw muscles twitch, and the wrinkles from the collar of his uniform to his jutting jaw jump in anticipation of the restless flow of words that will soon be tumbling forth. At the left side of his mouth, running almost to his chin, is a line as deep as a canyon. It has been worn there, through the years, by the relentless rumble and roar of words pouring out of the side of his mouth like an eternal waterfall. When the sides of the canyon begin to quiver with the vibration of the flood, watch out. The filibuster is on and will continue far into the night, interrupted only by an occasional vast face-squeezing wink, to punctuate a joke, or by Casey's disturbing habit of now and again running a huge paw across his mouth, wiping out entire words, phrases and sentences.

### 'The little feller'

IT requires a good deal of linguistic talent to understand the flood of words, even when all of them can be heard clearly. Casey's agile tongue skips from subject to subject with the bewildering speed of a *jai alai* ball. He hates grammar, transitions, references, unnecessary explanations and simple logic. He disdains to use names and even avoids pronouns except when mingled with such complete lack of continuity as to confuse the issue altogether. To comprehend Casey's remarks about the Yankees, for example,



CONTINUED ON NEXT PAGE



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and  
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Manhattan  
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GIBSON, very dry Martini, 75 proof • SIDE CAR, 60 proof • DAIQUIRI, 60 proof • OLD FASHIONED, 70 proof



WRESTLING STENGEL tangles with Umpire Larry Napp who had helped stop a fight between Yankees' Billy Martin (right) and Browns' player in July 1952 rhubarb.

## CASEY STENGEL CONTINUED

you have to know that "the little feller" is Phil Rizzuto and that "the chief" is Pitcher Allie Reynolds. "The kid" is Mickey Mantle, except when it is Infielder Billy Martin. When talking about Yogi Berra, Stengel says merely, "my catcher." The other players are known, interchangeably, as "my man," or simply "the guy out there." The opposition team is "them"—and often in the middle of everything there suddenly appears an anonymous "him" which is impossible to pin down and perhaps has no meaning whatever. Casey apparently uses "him" as a sort of utility infielder, to throw in whenever a gap appears in his eccentric syntax.

Stengel's busy and unpredictable tongue has provided sportswriters with some of their happiest moments for many years. This year at spring training Casey was asked who he figured would be his regular third baseman. "Well," he said, "the feller I got on there is hitting pret-ty good and I know he can make that throw, and if he don't make it that other feller I got coming up has shown me a lot, and if he can't I have my guy and I know what he can do. On the other hand the guy's not around now. And, well, this guy may be able to do it against left-handers if my guy ain't strong enough. But I know one of my guys is going to do it."

To translate this speech, it was necessary to know that Stengel was using "feller" to refer to two separate and distinct players, and "guy" to three. What he meant was this: "Well, I'm playing Gil McDougald at third in spring training; he's hitting all right and has a good peg from third to first. But if he slumps, I've got Rookie Andy Carey, who has shown a lot of promise. If neither McDougald nor Carey works out, I've got Bobby Brown reporting to the camp as soon as he finishes his winter medical studies, and we've used Brown at third with good success in the past. On the other hand Brown isn't here yet and we don't know how he'll be this year. And, well, maybe McDougald can hit left-handers if Brown doesn't come through. But I know one of the three will be all right on any given day."

Casey himself sometimes gets tangled in his own tangents and loses the path. Frequently he begins to tell a story at the start of the evening, gets sidetracked into footnotes and that-reminds-me's and is still approaching the point by way of interminable circumlocution some five or six hours later. The audience remains fascinated, although wondering when he will get there. Suddenly the bartender steps up, points to the clock and says, "The bar is closing." "Gentlemen," says Casey, rising from his chair and smoothing his plaid coat, "there is much more which could be said but my man here in the white jacket has said it all. Goodnight."

In the course of a season he leaves a staggering number of anecdotal men on base; he is probably the greatest teller of unfinished stories since Scheherazade. Once a reporter left the ball-park press box to go down and ask Casey a simple question: who was going to pitch the next day's game? An hour later he returned to the press box, somewhat dazed. "Well," asked a colleague, "did Casey tell you his pitcher?" "He started to," said the reporter, "but then he began talking about playing under John McGraw and that reminded him of the time he was managing Toledo and from there we went to the Pacific Coast League. The way I get it, tomorrow's pitcher is Christy Mathewson."

CONTINUED ON PAGE 111



# Good Morning to You



BITE SIZE  
WHEAT CHEX



BITE SIZE  
RICE CHEX

Wake Up and Enjoy  
a New Experience in  
**GOOD EATING ...**



**PARTY MIX—Good  
and Easy Bite Size Snacks**

Melt  $\frac{1}{2}$  c. butter in shallow baking pan. Stir in 1 T. Worcestershire sauce,  $\frac{1}{4}$  t. salt and  $\frac{1}{8}$  t. garlic salt. Add 2 c. Wheat Chex, 2 c. Rice Chex, and  $\frac{1}{2}$  c. nuts. Mix well. Heat 30 minutes in 300° oven, stirring every 10 minutes. Cool.

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# EARLY TIMES



86 PROOF

EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY



## Science reveals new ingredient for easy shaves

**Wonderful substance outdoes  
lanolin, makes beard softer,  
lubricates, protects skin—  
and is available now**

For years science has searched for a shaving preparation that would enhance the wetting action of soap and at the same time have a beneficial emollient effect on the skin—a characteristic not present in most shaving soap.

Chemists at The J. B. Williams Co. undertook extensive research into the problem. We asked ourselves this question: Would use of the free sterols present in "Extract of Lanolin" provide the improved shaving preparation we sought to make?

### Advantages of Extract of Lanolin

Even though present in comparatively small percentages, "Extract of Lanolin" can efficiently increase the water penetration of the shaving cream. Imparting moisture to the beard is, as dermatologists know, essential in wet shaving.

The free sterols of extract of lanolin can penetrate the waxy coating of the skin with great hydrophilic effect. This is because it is a natural product closely resembling the skin surface fat.

### How it works

"Extract of Lanolin" in shaving cream forms a film on the surface of each lather bubble and, due to its surface-active nature, tends to penetrate the pores and recesses of the skin—providing the following beneficial effects:

1. The beard becomes wet, easier to shave.
2. The rigid emollient film can act as a lubricant for the razor, helping to prevent abrasion, or "razor burn," by reducing friction to a minimum.
3. There is minimum tendency to leave the skin with less of the protective sterols than present before shaving. Natural protective skin-coating isn't "shaved away."

We then wanted to know how dermatologists themselves felt. 90% of the doctors surveyed approved the idea with enthusiasm.

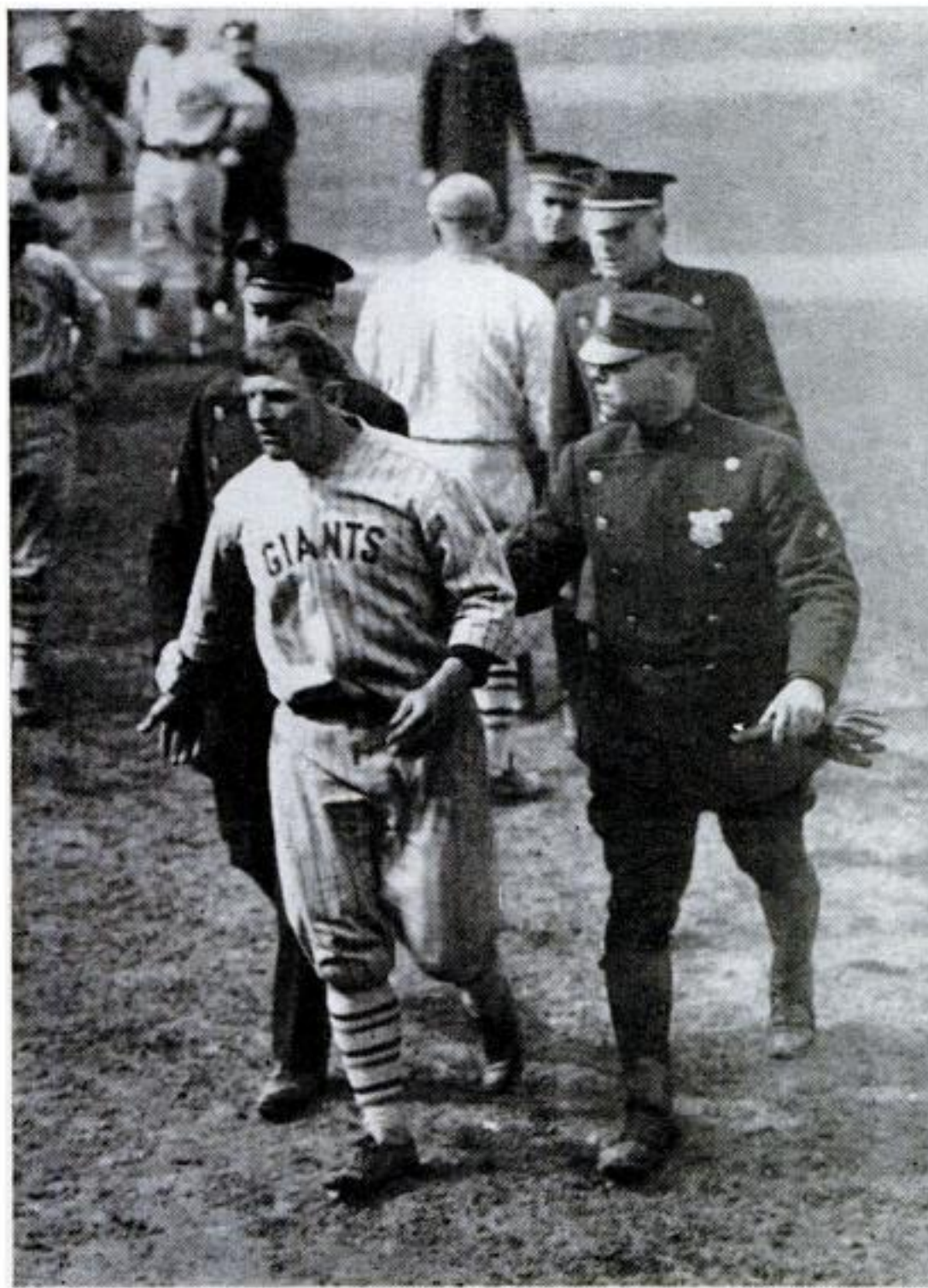
### Result: a superior product

As a result of our findings, and the approval of dermatologists, The J. B. Williams Company is now offering our Luxury Shaving Cream with "Extract of Lanolin."

We don't wish to make extravagant claims; but we do say that our shaving preparation, through qualities made possible with "Extract of Lanolin," will cut to a minimum the skin irritation due to shaving. This, we believe, should be of particular interest to you, as a man who wants better shaves.

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**UNBOWED STENGEL** is escorted to the dugout by four cops in early '20s game. Then the Giants' right fielder, he had slugged Phillies' Pitcher Phil Weinert for throwing the ball too close.

### CASEY STENGEL CONTINUED

Another reporter once called Stengel in his hotel room to talk about a big trade between the Red Sox and White Sox which had just been announced on the news ticker. "It goes this way, Case," said the reporter. "The Red Sox get Ray Scarborough and Bill Wight from the White Sox for Al Zarilla, Joe Dobson and Dick Littlefield. What do you think of the trade?" There was a long pause and then from Casey's end came the edifying comment: "Well, the feller ought to help them."


### "It's only a matter of time"

**B**ECAUSE of his rambling monologues, his disheveled face and his belligerent anthropoid walk, Stengel was for years known in the baseball world chiefly as a clown. The reputation started when he was a 20-year-old rookie outfielder in the Blue Grass League, playing for Maysville, Ky. As he tells it now, "There was a lunatic asylum across from the center-field fence, and the inmates made me their favorite ballplayer. I was having trouble learning to slide so I use to throw my glove down on the ground and slide into it going to and from my position. Them nuts in the loony bin always cheered when they saw that, but my manager use to tap his forehead and point at the asylum and say it's only a matter of time Stengel."

Up in the majors with Brooklyn two years later, Stengel got more laughs than base hits. Once it was arranged for Wilbert Robinson, the Brooklyn manager, to settle the old argument by trying to catch a baseball dropped from an airplane. Stengel was selected to drop the ball. Characteristically—and with terribly messy results—he dropped a ripe grapefruit instead. He was traded to Pittsburgh and was roundly booed the first time he reappeared in visitor's uniform in the Dodger ball park—whereupon he performed the famous stunt that everybody remembers from his playing days. He bowed low to the Brooklyn crowd and removed his cap, letting a sparrow fly out. With Pittsburgh he lasted only until he stood statue-still in the outfield one day, complaining that he was too weak to move because he wasn't paid enough to eat.

Stengel brought his baseball career to a climax, however, in something of a blaze of glory. He played for the Giants under tough old John McGraw, who knew how to handle young cutups, and batted .368 one year. When the Giants played the Yankees in the 1923 World Series, Stengel gave the Giants their only two victories by hitting two crucial home runs. (McGraw had not completely stifled his spirit—after the second homer he thumbed his nose at all the Yankees he passed on his way around the bases.)

CONTINUED ON NEXT PAGE



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**DANCING STENGEL** juts his famous nose and jaw and waddles gaily on his bow legs as he tries to negotiate a post-game rumba with his patient wife Edna.

#### **CASEY STENGEL** CONTINUED

In 1926—when he was 36 and through as a player—he started as a manager at Toledo, in the American Association. There then began a long series of ups and downs, mostly downs. He won the pennant at Toledo one year, eventually went up to the majors to manage the impossible Brooklyn team of the early 1930s, failed as everyone else had done and was fired while his contract still had a year to run. After the year of idleness he caught on with the Boston Braves, who were, if anything, more impossible than the Dodgers. He stayed there six years, badly mired near the bottom of the second division, and seemed destined to wind up as a manager whose only claim to fame was a minor league pennant won in the dim and distant past.

#### **My sympathies, Mr. West**

**I**N those melancholy days at Boston, Stengel's humor turned sour and he was hardly the best-loved manager in the game. For example he had a player named Max West, a pretty fair hitter but a dub in the outfield. One day while lumbering vainly after a fly, West crashed into a wall and split his scalp. As he left the field for a doctor's help, Stengel said bitterly, "You got a great pair of hands, Max." Once his third baseman let an easy grounder bounce off his glove for a two-base error. When the third baseman got back to the bench Casey said, "Next time a ball is hit toward you please don't touch it, because then my left fielder can come in and hold it to a single."

Partly because of such sarcasms, partly because of his team's dismal record, Stengel was himself subjected to one of baseball's historic indignities. In the spring of 1943 he was hit by an automobile and suffered a broken leg that kept him from actively managing the team for two months. Sportswriter Dave Egan of the *Boston Record* promptly nominated the motorist as "the man who has done the most for Boston baseball." A year later Casey, by then 54, was back in the minors and apparently through forever.

What the critics did not realize, however, was that Casey had been saddled for most of his managerial life with teams so hopeless that no one could have been good humored around them, much less successful. In the minors Stengel caught on by luck with the

CONTINUED ON PAGE 114



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**CELEBRATING STENGEL** tries gracious smile as he and wife come back to home town of Glendale, Calif. after beating Dodgers in 1949 World Series.

## CASEY STENGEL CONTINUED

Milwaukee team of the American Association, which was just getting good under the active player-procurement policies of Owner Bill Veeck, the man who later ran the Cleveland club and is now trying to resurrect the Browns. This time Stengel had some real material—and besides he was older and wiser. He led his youngsters right up to the pennant—his first in 17 long and discouraging years. Later on he moved on to Oakland in the Pacific Coast League, pushed his team into the play-offs for three years in a row and finally won a pennant there too in his third try. By the time the Yankees needed a new manager in 1949, Stengel had metamorphosed from a has-been clown and scold into the man most likely to succeed.

## It took a lot of juggling

**T**HE rest has been history. Stengel inherited a pretty good team: Tommy Henrich and Joe DiMaggio were still slugging the ball; a young catcher named Yogi Berra bade fair to take his place beside them, and Joe Page was the best relief pitcher in baseball, practically untouchable. But there were weak spots too—an almost untried rookie at second base, a left fielder who had trouble hitting left-handers and a right fielder who couldn't hit right-handers. Stengel juggled all these doubtful assets into a pennant and World Series winning balance sheet that looked much better than it really was. He made a fine art of the two-platoon system, fielding one team against left-handed pitching and another one against right-handers. When the team was hitting, he played for the one big booming inning in the oldtime American League slugging tradition. When hits were scarce, he shifted to John McGraw's National League system of stealing, hit-running and squeezing for the single run. Sometimes he almost seemed to be a mystic, with invisible little men perched on his shoulder to whisper strategy into his ear.

At crucial moments he stuck in the unlikely pinch hitters, and they delivered. He benched a steady hitter for an erratic one—and the off-and-on hitter caught fire. He juggled his fielders and they came up with game-saving catches; he always had the right man in the right place on the right day. He persuaded the Yankee management to buy him old Johnny Mize—a first baseman who had been considered washed up for years—and Mize began hitting the ball over the fences. Once in the ninth inning of a tight World Series game, when a hit would have beaten the Yankees and the opposition had a power hitter at the plate, Casey motioned one of his outfielders to play in instead of moving out toward the wall. Nobody yet knows what made Casey think it would happen, but the hitter was out on a little Texas Leaguer that would have dropped in for a hit had the outfielder been in his normal position.

CONTINUED ON PAGE 117



**NEW!**

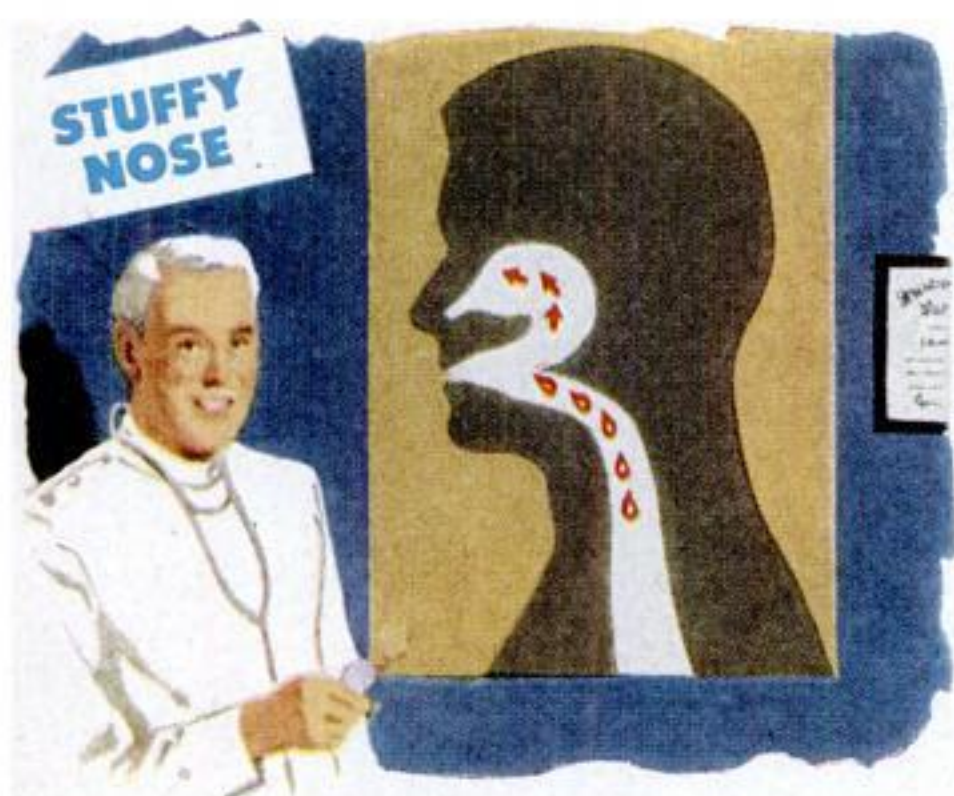
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**LOUNGING STENGEL** stretches out in Glendale home. Through window can be seen the swimming pool he can use only during fall and winter months.

## CASEY STENGEL CONTINUED

In succeeding years Stengel has done an even more remarkable job. He lost Tommy Henrich to Father Time, and then Joe DiMaggio tailed off to a .263 hitter and finally retired too. Joe Page lost his stuff. The Marines took away Second Baseman Jerry Coleman; the Army took away Third Baseman Bobby Brown and Pitchers Whitey Ford and Tom Morgan. This year the once mighty Yankees boast only one man who had hit more than 20 homers by the end of the second week in September. Yet Casey has had them right up there all the way.

### Soliloquy at midnight

**H**OW does he do it? Casey sometimes wonders himself. One night in August, when his team had gone into a slump and dissipated a 7½-game lead, a reporter wandering near the Yankees' hotel found Casey sitting all alone at midnight on a park bench. As usual he was talking, this time to himself. The reporter got out his notebook and took down the words as they flowed down the canyon creased along the left side of Casey's mouth: "I tell you, I don't know what to do. I could take the second baseman out, but then I'm hurt because the other feller don't make the double play like the other feller. Or maybe I could use the new feller at third, but the guy don't hit right-handers. Or I could take out my right fielder because he ain't going well against right-handed pitching either, but I guess I got to stick with what I have even though none of the fellers is doing what I'd like. Well, I guess the trouble is I use to have more pinch hitters on the bench that would scare hell out of you than I have now. We don't hit it often enough when we should hit it often enough and all I can say is it sure would be charming to have a star at every position but I haven't so what am I gonna do?"

Translated, this meant, "I could bench Billy Martin because he isn't hitting, and try Kal Segrist at second base—but the trouble is that Segrist can't handle double plays as well as Martin. Or maybe I could use Carey at third, except that Carey can't hit right-handers. Or I could pull Bauer out of right field, because he hasn't been hitting right-handers either. Well, I guess what I really need is some good pinch hitters to throw in for the big innings, but I haven't got them so what can I do?"

The fact is, however, that Casey seems to have done it, whatever it was. His nightly illustrated lectures, though they sometimes outrage the hotel desk clerks and elderly patrons, have taught his youngsters a lot about baseball. His hunches—which are not really hunches at all but a kind of slide-rule engineering formula—have paid off. His wit, once bitter, has now been turned into a comforting thing that makes rookies feel at home and befathered in the frightening crowd-packed vastness of Yankee Stadium. Casey has no children, and he has seemed to take a special pleasure out of bringing up young players like Yogi Berra, Gil

CONTINUED ON NEXT PAGE

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## CASEY STENGEL CONTINUED

McDougald and, now, Mickey Mantle and Billy Martin. On the other hand he is still capable of an occasional blast, to keep the players on their toes. One of them burst forth early this month, when a group of Yankees sat around their train gaily playing Twenty Questions after what to Stengel was a particularly humiliating and painful defeat in Philadelphia. Ole Case laid down the law, so publicly that the next day every time a Yankee got into the batting cage the opposition players yelled, "Is it animal?" "Is it mineral?" "Is it alive?" And, by what was surely not complete coincidence, the Yankee play immediately picked up.

### What next?

THE words pour down the canyon, and the Yankees keep winning. They win with or without Henrichs and DiMaggios. In fact, they have been winning with the weakest team—on paper—that the Yankees have had in years. When Casey stomps out of the dugout on those ancient legs, his chin jutting and his over-size ears flapping in the breeze, and the pronouns tumbling over one another in magnificent confusion, the opposition knows that there goes a man—and there, in all likelihood, goes the ball game.

What will Ole Case do when this season's wars are over? Perhaps he will retire; he has been threatening to retire for years. He is 62 years old now and wealthy. He invested his early baseball earnings in land which turned out to have oil under it, and he has a fine home in California where he could sit in his private swimming pool, collect his royalties, clip his coupons and quit worrying about the income taxes on the \$80,000 a year in salary and bonuses that the Yankees pay him.

He has earned his rest; his withering neck can hardly afford another wrinkle and his knotty legs may soon find even hotel carpets too much for them. Then, there is also the matter of Mrs. Stengel, a California realtor's daughter to whom he has been married for 28 years. Mrs. Stengel is tall, slim, chic and of the firm opinion that no wife should be forced to listen to nothing but baseball talk for three decades. Indeed she preserves a kind of memento of her martyrdom in the form of a dent in the ceiling of their California living room. The dent marks the spot where Casey's right shoe landed one night while he was demonstrating the fine points of athletics with a little too much enthusiasm; it is a constant reminder to Casey—she hopes—that there are other and less strenuous things in life. What Mrs. Stengel would like, after all these years, is for Casey to quit traveling, quit worrying, quit wearing those loud jackets and settle down as a West Coast gentleman of leisure.

So maybe this is Ole Case's last year. On the other hand he may try, like Hemingway's old man of the sea, for one more big one. Not quite for the same reasons, of course. The thing is, how much talking can you do to an oil well—or while coming up from a dive in a private swimming pool?



**BENIGN STENGEL** is affable and amusing as he holds court before a game. These sessions, though seldom informative, are always popular with reporters.

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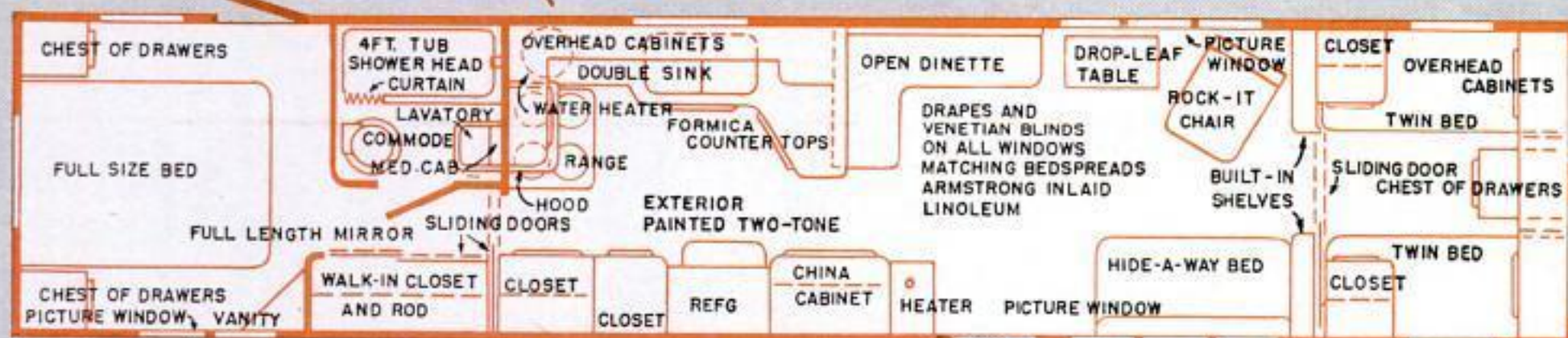
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home for your  
family, the **NEW**  
40' Dixie-Liner is  
always ready at  
a moment's notice  
to move wherever  
your work takes  
you*



**\* Study these 33 outstanding features that  
set a *NEW* standard in modern trailer homes**

Specifications subject to change without notice.



**"M" System, Inc.**  
VICKSBURG, MISSISSIPPI

See the Trailer Dealer  
Nearest You Listed  
Below or Write Him  
For Further Information

Albuquerque, N. Mex., J. W. Edgar Tr. Sales  
Amarillo, Texas, Henderson Trailer Sales  
Atlanta, Ga., Dixie Trailer Sales  
Augusta, Ga., Coffey Trailer Sales  
Austin, Texas, Hicks Trailer Sales  
Barnwell, S. C., Coffey Trailer Sales  
Baton Rouge, La., Eddy Trailer Sales  
Beaumont, Texas, Bill's Trailer Co., Inc.  
Biloxi, Miss., Gulf Trailer Sales  
Birmingham, Ala., Birmingham Trailer Co.  
Bossier City, La., Cottonwood Tr. Sales  
Bristol, Tenn., Bristol Trailer Sales  
Camden, N. J., Grip Trailer Sales & Camp  
Charleston, S. C., R. J. Foster Tr. Center  
Chattanooga, Tenn., Wiley's Trailer Mart  
Cincinnati, Ohio, Green Gables Village  
Colorado Springs, Colo., Alfred's Tr. Sales  
Corpus Christi, Texas, Southern Tr. Sales  
Crystal Lake, Ill., Royal Oaks Tr. Sales  
Dallas, Texas, Hicks Trailer Co., Inc.  
Dayton, Ohio, Trailer Home Sales  
Denver, Colo., Lakewood Trailer Sales  
Englewood, N. J., Parry Trailer Sales  
Evansville, Ind., Trading Post Tr. Sales  
Farmington, N. Mex., J. W. Edgar Tr. Sales  
Freeport, Texas, Southern Trailer Sales  
Ft. Campbell, Ky., Trading Post Tr. Sales  
Ft. Walton, Fla., Frank Bass Tr. Sales  
Ft. Worth, Texas, Dave Hicks Co., Inc.  
Glenview, Ill., Glenview Tr. Sales  
Grand Island, Neb., Roush Trailer Sales  
Grand Junction, Colo.,  
Collins Tr. Sales, 845 Orchard Mesa Hwy.  
Collins Tr. Sales, 2835 North Avenue  
Hammond, Ind., Hoosier Mobile Tr. Homes  
Hastings, Neb., Humphrey Tr. Sales  
Hobbs, N. Mex., Ewings Auto Sales  
Houston, Texas, Gulf States Tr. Sales  
Jackson, Miss., Southern Tr. Exchange  
Jacksonville, Fla., Butts Trailer Sales  
Kansas City, Mo., B & J Trailer Sales  
Knoxville, Tenn., Burlington Tr. Sales  
Lake Charles, La., Bill's Trailer Co.  
Memphis, Tenn., Wiley's Trailer Mart  
Milford, Ohio, Milford Trailer Park  
Mobile, Ala., Waller Trailer Sales  
Montgomery, Ala., Court St. Trailer Sales  
N. Little Rock, Ark., Fine Nest Tr. Colony  
N. Windham, Maine, Baumgardner Tr. Sales  
Nashville, Tenn., Wiley's Trailer Mart  
Natchez, Miss., Holder Trailer Sales  
New Orleans, La., National Trailer Sales  
Norfolk, Va., Campostella Trailers  
Odessa, Texas, Dave Hicks Company, Inc.  
Oklahoma City, Okla., Jordan Trailer Co.  
Orlando, Fla., Orange Blossom Trailer Park  
Panama City, Fla., Panama Trailer Sales  
Pensacola, Fla., Eiland Trailer Sales  
Raleigh, N. C., Raleigh Trailer Sales  
Rocky Mount, N. C., Morrell Tr. Sales  
Salem, Ind., Baird Trailer Sales  
San Angelo, Texas, Texas Trailer Sales  
San Antonio, Texas, Dave Hicks Co., Inc.  
Schenectady, N. Y., Brust's Trailer Sales  
Selma, Ala., Capps Trailer City  
Sheffield, Ala., Bryan Trailer Sales  
Sioux Falls, S. D., Lloyd L. Reeves Co.  
St. Petersburg, Fla., Knight's Tr. Ser.  
Syracuse, N. Y., Gonyea Trailer Sales  
Tallahassee, Fla., Clark Trailer Sales  
Tampa, Fla., Trailer Village  
Taylors, S. C., Rimer Trailer Sales  
Tucson, Ariz., Palms Trailer Sales  
Vicksburg, Miss., Southern Tr. Distr.  
Victoria, Texas, Southern Trailer Sales  
W. Columbia, S. C., W. Columbia Tr. Sales  
W. Tulsa, Okla., Davidson's W. Tulsa Sales  
Waco, Texas, Hicks Trailer Division  
Wichita Falls, Texas, Mary Ann Tr. Sales  
Winston-Salem, N. C., Winston-Salem Tr. Ex.  
Woburn, Mass., Baumgardner Tr. Sales



TRAILER DEALERS: If you are not in any of the above territories, write for information to





**SPAGHETTI SNARL** confronts Barbara Foley who tilts her head back and opens her mouth wide to drop in as much of the tangle as possible. Last year, in

an international art contest sponsored by an Indian magazine, Barbara won a silver cup and a garland which had been contributed by Prime Minister Nehru.

**TIMOTHY WEISSMANN TRIES TO HOLD CUP WITH STICKS BUT SPILLED MILK**



**MARTHA RECASENS, FROM MEXICO, TRIES SLURPING UP THE SPAGHETTI**







A BURMESE PARASOL is shown by Mrs. Kyaw-U, teacher married to Burma diplomat.

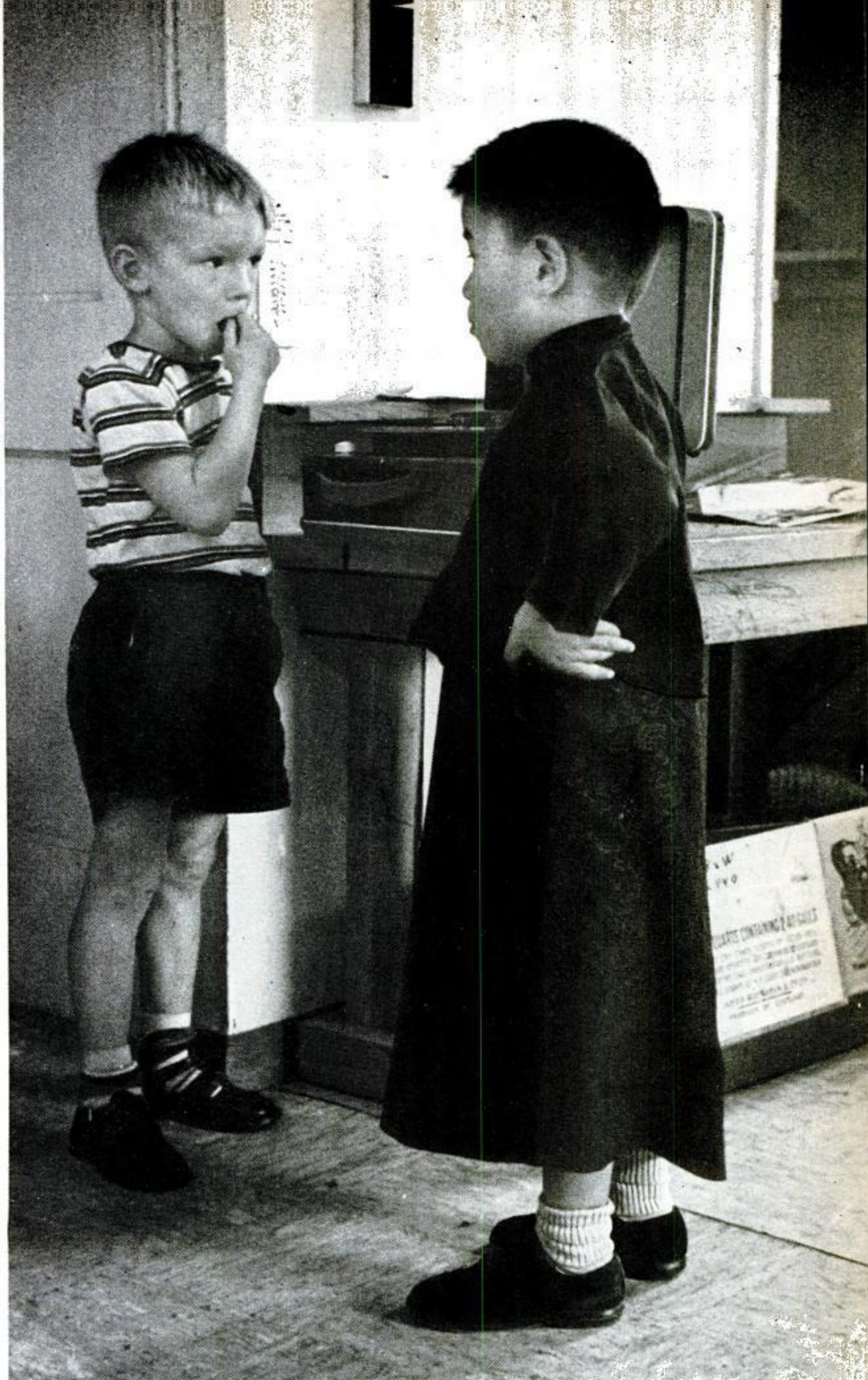
## Life Goes to a Chopsticks Party

### U.N. KIDS HAVE A FOOD CRISIS

The United Nations International School, which is in Queens, New York, is a tiny model of a world community. Its 102 students, whose parents mostly work for the U.N., come from 24 different countries and speak 15 different languages. The school tries in all possible ways to teach the pupils to appreciate each other's customs and cultures.

Last week, when fourth-grader Ronnie Li, who was born in China, celebrated his 9th birthday, the school gave him a Chinese party. Pupils came dressed in the costumes of their native lands. In their art class they made Chinese lanterns. And for lunch they had chow mein, which they were supposed to eat with chopsticks. The chow mein, however, was made with Italian spaghetti instead of Chinese noodles and the combination of spaghetti and chopsticks created an international situation. Even Ronnie had trouble eating. Finally after much struggling Magdi El-Tanamli, Egyptian member of the class, marched into the kitchen, got a spoon and tried a compromise solution of spoon and one chopstick. It worked.

RONNIE, WHO SAT AT THE HEAD OF THE TABLE, ALMOST MUFFS MOUTHFUL



FAIRY-TALE TIME finds Thierry Sleszynski and Michael Chang listening to a recording of *Goldilocks* in English. Michael wears formal brocade Chinese gown.

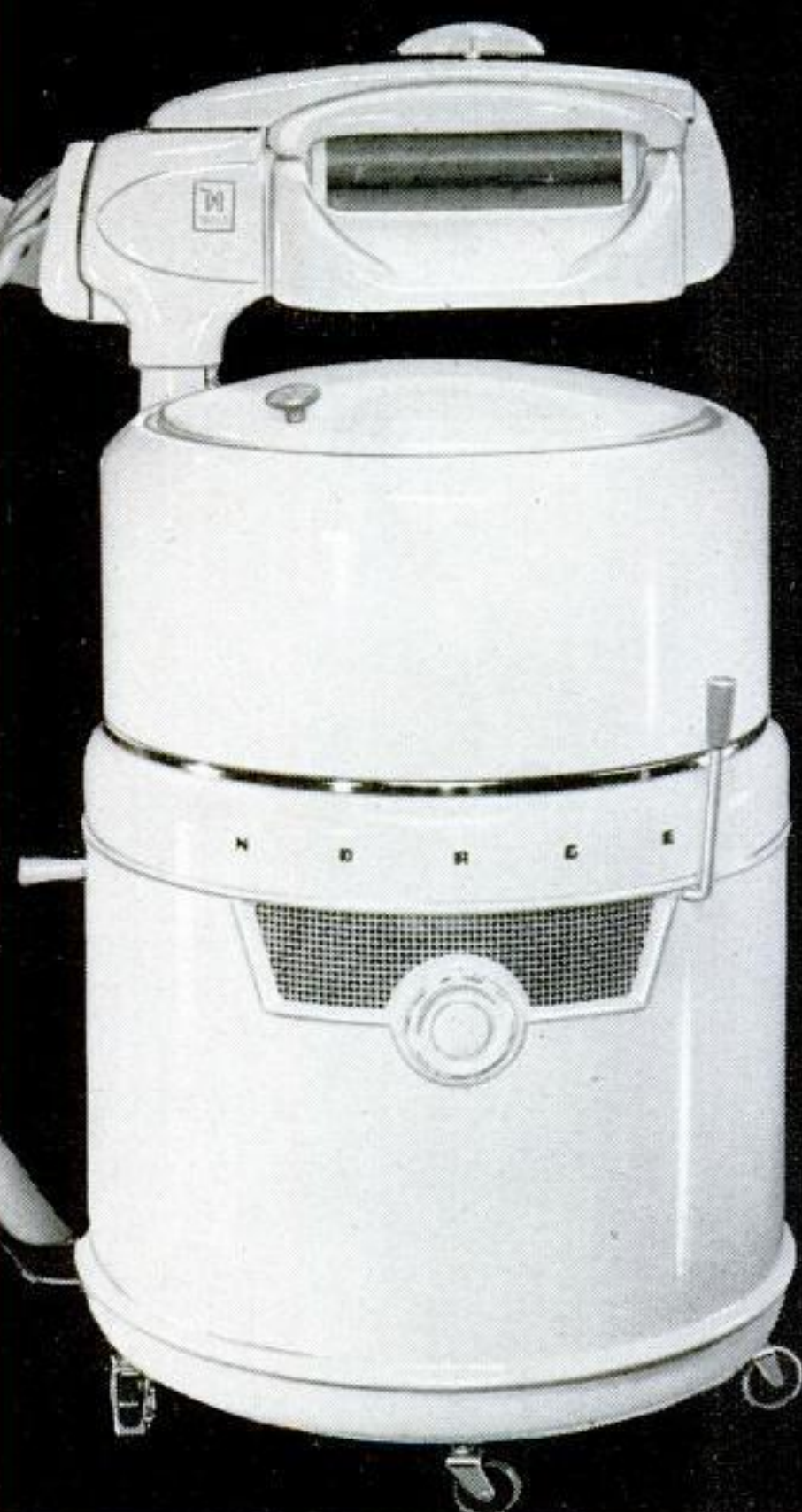
JANNEKE KONING OF HOLLAND USED BOTH HANDS BUT HAD LITTLE SUCCESS







All these washed in  
just 7 minutes!



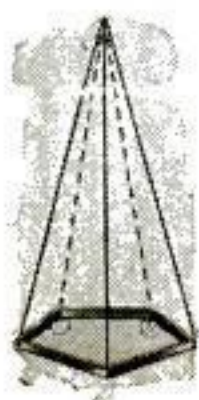
WASH FASTER — GET CLOTHES CLEANER WITH THIS

## NEW NORGE TRIPLE-ACTION WASHER

GETS ALL THE DIRT! Norge Triple-Action propels clothes up, down and around gently but freely — gets clothes cleaner.



WON'T TIP! Exclusive Pyramid design prevents tipping and vibration. 5 easy-rolling casters — 2 self-locking.



Here's the wringer washer that really *streamlines* washday. You do *fewer loads*, in *less time* per load — for Norge's big porcelain-enamel tub holds 9 pounds of clothes, gets them sparkling clean in 7 minutes or less.

**Gentle-Touch Wringer** with balloon rolls adjusts instantly to any fabric thickness, won't break buttons. 2 safety push-pull release bars let you stop wringer instantly from either side. Locks in 8 positions.

**Automatic Timer** saves needless running and clock-watching. It rings a bell and shuts off the washer at the end of the wash-time you select.

**Precision made** — to run quietly and efficiently for years and years.

# NORGE

Merchandise Mart, Chicago 54



## Chopsticks Party CONTINUED



PLAYING A GAME, the children try to catch the peanuts which Ronnie tossed in the air. The Chinese believe that serving and eating peanuts will bring a long life.



MEDIATING A FIGHT, teacher comforts Leslie Teich who had a quarrel with Ricky Street. Ricky hides behind a basket (center) but at teacher's urging makes up with Leslie by kissing her (right).





**HANGING A LANTERN** for party, Magdi El-Tanamli wears fez which he brought with him from Egypt. Lanterns were saved to be used to celebrate Chinese Harvest Moon Festival in October.



**RAISING FLAG** of the United Nations in front of their school, Martha Recasens (left) and Martine Berger have removed party costumes so that they can work better.



# Press here to eliminate washday!



## NEW NORGE TIME-LINE AUTOMATIC WASHER

... SATISFACTION GUARANTEED OR YOUR MONEY BACK!

5 WARM RINSES including agitated, overflow rinsing—yet Norge uses less hot water than other washers.



TANGLE-FREE SPIN-DRYING leaves clothes almost ironing-dry, but never torn or twisted.



Call your Norge dealer and have this new Norge installed in your home. If—after 30 days—you don't agree that it's the finest, simplest, most efficient automatic washer on the market—your money will be returned.

**Not even a dial to set.** Touch the Time-Line button and Norge fills with just the right amount of aerated water, washes, rinses, spin-dries, even cleans itself. *Completely automatic*—but you can skip or repeat any part of the cycle any time.

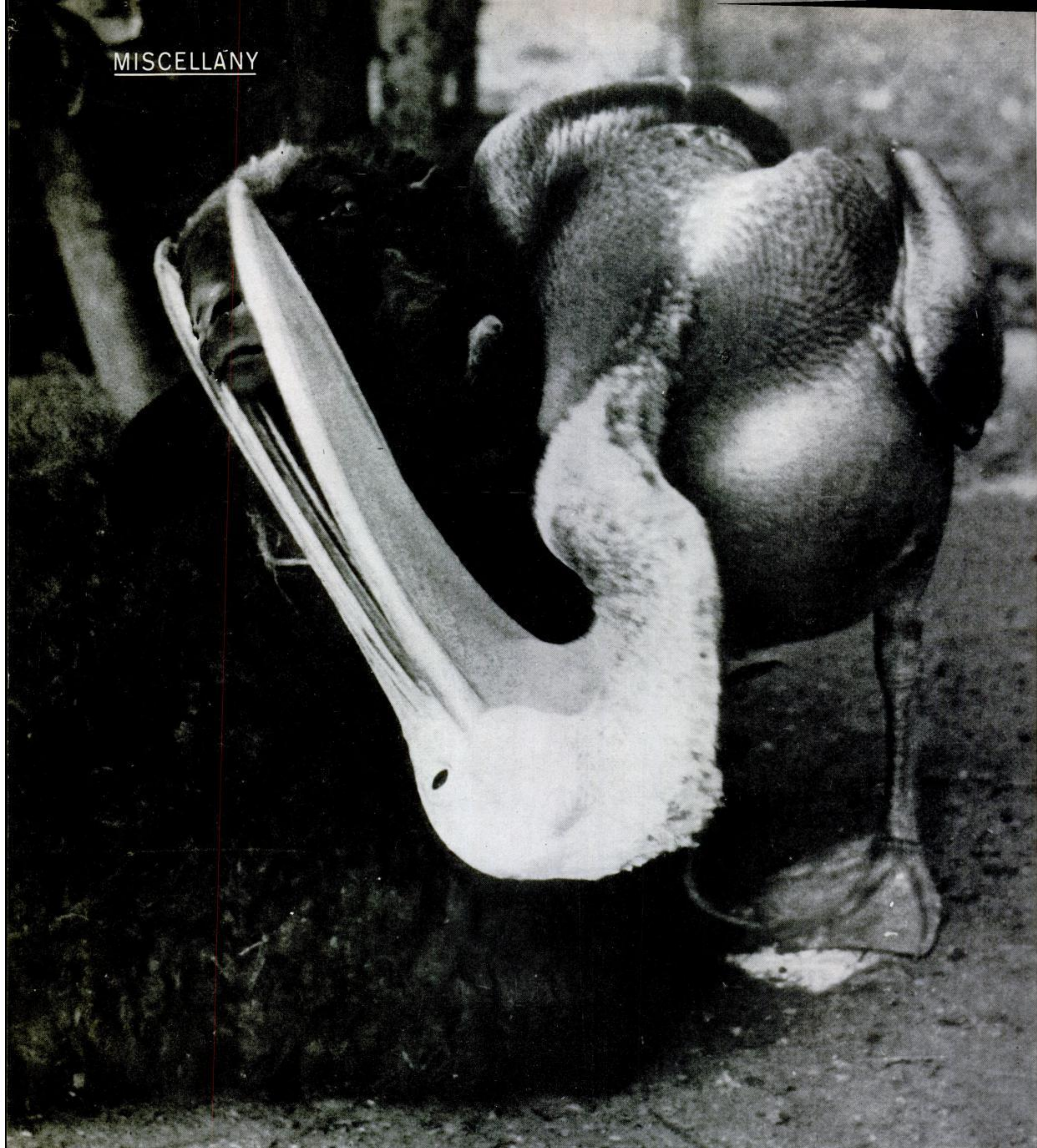
**New Norge Double Four-Vane Agitator** gets clothes cleaner—by actual test. Yet Norge Wave Agitation is so gentle it actually *prolongs* the normal life of fine fabrics. **Costs far less** than most automatics—but it's Borg-Warner engineered for long, dependable service. *No bolting down.*

# NORGE

Also, Addison Industries, Toronto







## LOVE, OH PAINFUL LOVE

At the age of two months a black sheep named Blacky was brought to the Biological Institute in Haifa, Israel. There a white pelican named Peli formed a violent attachment for the sheep. Blacky patiently endured the bird's enthusiastic expressions of esteem which consisted of

hard-beaked caresses and convoluted kisses. How long the young sheep would have put up with the pelican's petting will never be known. After six painful months of being chewed on by the pelican, Blacky was stolen to be chewed on some more—this time by hungry thieves.





**Mr. Henry Doelger**—distinguished builder—made his first \$300 at age ten, salvaging sash-weights from the San Francisco fire. At 26—after a night school education—he bought acres of neglected sand dunes along the Pacific. Four years later the \$8,000 lots were worth \$70,000 apiece. On the site he built 12,000 homes. Later Mr. Doelger constructed several 500-home villages. He is now building 8,000 outstanding homes near San Francisco. He is pictured, above, on his yacht "Westlake", one of the largest on the West Coast.



**It is for men like Mr. Doelger** who seek a finer whiskey that Lord Calvert is *Custom Distilled* and blended . . . to achieve an outstanding combination of rare taste and distinctive, satin-smooth lightness. So jealously is Lord Calvert's *Custom Distilled* quality guarded that each bottle is numbered and recorded at the distillery. Here, truly, is America's "whiskey of distinction". . . smoother, lighter, more enjoyable. Tonight, discover how *Custom Distilled* Lord Calvert can make *your* next drink a far, far *better* drink.

**For Men of Distinction... LORD CALVERT**

BLENDING WHISKEY • 86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY



# See why LUCKIES TASTE BETTER!



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PRODUCT OF

*The American Tobacco Company*

AMERICA'S LEADING MANUFACTURER OF CIGARETTES

FOR A CLEANER, FRESHER, SMOOTHER SMOKE...

# Be Happy-GO LUCKY!

How to prove to  
yourself Luckies are  
made better—to taste  
cleaner, fresher, smoother

Strip the paper from a Lucky by carefully tearing down the seam from end to end. Be sure it's from a newly opened pack, and that you don't dig into the tobacco. Then gently lift out the tobacco.



Here's why Luckies taste cleaner: You can see that Luckies hold together without crumbling—without loose ends to get in your mouth and spoil the taste. Lucky Strike remains a perfect cylinder of clean tobacco—round, firm and fully packed.



Here's why Luckies taste fresher: Note how free Luckies are from air spaces—those "hot spots" that give you a hot, harsh taste. Luckies' long strands of fresh, good-tasting tobacco give you a fresh, smooth smoke.



Here's why Luckies taste smoother: L.S./M.F.T., Lucky Strike means fine tobacco—fine, light, naturally mild tobacco. So, for a smoke that's *cleaner, fresher, smoother*, for tobacco that's truly mild, for a cigarette that tastes better... make your next carton Lucky Strike!